Automotive News.

January 28, 1985

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Automotive News

January 28, 1985

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Dealers see fight for life in new retailing climate

By Robert M. Lienert
Editor

SAN FRANCISCO.—With the opening here of NADA's 68th Convention and Exposition, the nation's dealers are enjoying a second consecutive meeting bathed in success and optimism.

Last year in Dallas marked a turnaround convention, with the industry hot on a comeback trail. These two conventions stand in marked contrast to the years immediately prior to Dallas, when the convention mood was somber.

Here in San Francisco—a convention city of charm appropriate to the upbeat mood—the 1985 convention is under way with a sense of determination. Despite the rosy overtones, some dealers here believe that the easy-ridin' days are slipping away. They believe that the months ahead will bring tougher competition, leaner margins and a fierce fight for survival.

Discussions of General Motors' new corporation/division, Saturn, fill talk in the corridors and receptions. Chevrolet dealers tend to view it as an appropriation of their "right" to GM's newly announced market-entry auto. Other dealers see in Saturn the first indication of an all-new way to retail automobiles and they wonder if Saturn means the end of auto retailing as they have known it.

Registrations thus far indicate that attendance this year may top last year's 17,000 by a small amount. This total falls a bit short of the near-record 19,000 counted for 1979 in Las Vegas, but heavy "walk-in" business could boost attendance to a record 19,000. Some 3,600 dealers are included in this year's total—about the same as last year.

This is the first time for NADA in San Francisco since 1978—when the industry was still in its high-volume period. Attendance that year was not quite 15,000.

In his welcoming address, James P. Jennings, who will be succeeded as president later in the convention by William J. Symes, mentioned a number of programs for NADA to work on in the coming year.

Jennings is a Chevrolet dealer in Glenview, Ill., and Symes is a Cadillac dealer in Pasadena, Calif.

Jennings, in opening the convention, said he expected 1985 to

Continued on Page 262, Col. 1

Rebodied GLC

Mazda softens the lines

Mazda has softened the lines of its GLC and has made a number of subtle changes beneath the skin. The new hood slopes appreciably and, to make the windows look deeper than they are, the tops of the doors are beveled to meet the windows. As before, there are three-door and five-door hatchbacks and a four-door sedan. Story, other picture, on Page 257.

breaking news

Avanti and bank settle differences

SOUTH BEND.—Avanti Motor Corp. reported last Friday it had resolved differences with First Source Bank of South Bend that resulted in legal action taken against Avanti the day before. Avanti said it is current on its payments to the bank, production is continuing and the company remains in control of all its property. Police had served a court order to seize all Avanti properties for the bank.

GM converting Olds plant to build new car

LANSING.—General Motors' Buick-Oldsmobile-Cadillac Group said it will spend $105 million to convert an Oldsmobile rear-axle plant here for assembly of a new front-drive passenger car. The factory had been scheduled to be closed this year because of declining demand for rear-wheel-drive

Continued on Page 3, Col. 1

By Time Magazine

Boeckmann is named Quality Dealer of Year

SAN FRANCISCO.—H.F. (Bert) Boeckmann II, owner and president of Galpin Motors, Inc. (Ford), Sepulveda, Calif., has been named 1985 Time Magazine Quality Dealer of the Year.

He will serve as official national spokesman during the year for all 63 recipients of the TMQDA Award.

Boeckmann's award was announced by Michael M. Carey, director of the TMQDA program for Time at the opening session of the NADA convention here.

Boeckmann was picked from among a group of 21 finalists in the 1985 TMQDA program.

Boeckmann began his automotive career in 1952 as a salesman for Glendale Nash.The following year he joined Galpin Motors as a salesman and later became vice president. In 1964 he acquired a majority stock interest in the company and was named president.

Boeckmann was nominated for the TMQDA award by the Motor Car Dealers Assn. of Southern California, of which he is a director. He is a member of NADA, a founding director of the Ford Dealers Assn., past president of the Ford Dealers Advertising Assn. and was national chairman of the 1979 Ford Dealer Council.

Continued on Page 226, Col. 3

H.F. Boeckmann II
California Ford dealer

Hanon ousted by Renault; Besse named

Richard Feast
European Editor

PARIS.—Bernard Hanon's position as head of the state-owned Renault Group has been increasingly uncomfortable for several months, but the brutal and abrupt manner in which he was fired last week left observers aghast.

Georges Besse, 57, chairman of another nationalized concern, the aluminum group Pechiney, became a Renault director on Monday and was elected president-director general at Tuesday's board meeting.

As the French Cabinet met for its regular Wednesday session to verify the change, Hanon, 53, was clearing his desk on the eighth floor of the Renault headquarters overlooking the river Seine at Boulogne-Billancourt.

Only the previous Friday, Hanon had attended a board meeting in New York of American Motors in which Renault has a 46 percent interest. Even then, his position was being undermined in Paris.

Hanon was said to be looking ill at ease at the meeting.

Very early on Saturday morning (Jan. 19), he was telephoned at the Hotel Carlyle by a Renault colleague who read to him the lead story in that day's edition of the French newspaper Le Matin. The paper had been leaked news of Hanon's departure and the appointment of Besse.

Hanon flew back to Paris on Saturday night and spent last

Continued on Page 242, Col. 4

GM eyes huge rise in defense business

By Marjorie Sorge
and Michelle Krebs
Of the Automotive News Staff

General Motors will double or triple its $800-million-a-year defense and space business within the next two or three years, according to Donald J. Atwood, a GM executive vice president.

He also indicated that GM is contemplating future mergers, equity agreements or joint ventures with defense contractors which would create more military business. But, he said, GM is not formally looking into those possiblities now and will move "very carefully."

At present, about 1.5 percent of GM's business is in the military field, and it has never gone above 3 percent. In fiscal 1983, GM had $827 million in defense and space sales.

GM Chairman Roger B. Smith has said about 20 percent of GM's business could be non-automotive by the year 2000, and he plans to increase its military business substantially.

GM, in fact, established a Military Vehicles Operation last summer to look for more business.

"Depending on the military activities of this country and assuming it grows to certain levels and stays there, we think GM can and will be a significant factor in that business," said Atwood, who is executive vice president, truck and bus, power products and defense and components operations.

GM's strengths in the military business include vehicles, gas turbine and diesel engines, transmissions, electronics, navigation and guidance systems, fire control systems and computers.

But, he said, GM's future business could include research and development for the Reagan Administration's "Star Wars" military programs.

"The thing about the potential 'Star Wars' program is that GM

Continued on Page 243, Col. 3

Saturn fuels rumor mill; would you buy 'Nrutas?'

By Dan McCosh
Detroit Reporter

"Somebody came up with the idea that we start our own small-car company and call it 'Nrutas'—that's 'Saturn' spelled backwards," joked Chrysler Corp. President Harold K. Sperlich, while denying that Chrysler is following General Motors' recent splashy lead in incorporating a small-car business as a separate corporation.

Sperlich is among those busy fielding the spate of rumors spawned by GM Chairman Roger B. Smith's tearing up his firm's corporate organization manual and initiating a series of acquisitions capped by the announcement it was setting up Saturn Corp.—a subsidiary expected to become a pilot for reorganizing GM's entrenched business practices and manufacturing plants.

Notwithstanding the genuine impact of GM's moves, Detroit's always-sensitive and rumormongering infrastructure has created scenarios for GM and the rest of the auto industry far beyond Chairman Smith's wildest dreams.

Many, like the rumor Chrysler was about to follow suit with a Saturn Corp. of its own, have at least a grain of substance, since Chrysler is, in fact, struggling to develop a business plan for low-cost car production competitive with Saturn—although, according to Sperlich, it isn't going to go as far as a separate entity.

Yet other rumors spawned by GM's fervor for new acquisitions have generated significant morale problems—for example one persists that GM is on the verge

Continued on Page 260, Col. 1

Transport Board examines issues

CAFE pot simmers with bevy of stances

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Some segments of the auto industry are looking at whether fuel economy standards (CAFE) should be adjusted downwards or repealed.

Since both General Motors and Ford Motor Co. are having trouble meeting the 1985 fuel economy standard of 27.5 MPG, it seems reasonable to expect that GM—and possibly Ford—may ask NHTSA to drop the 1986 CAFE to 26.0 MPG administratively. Or failing that, they may ask Congress to lower or abandon CAFE standards legislatively.

If that occurs, GM is likely to be joined by other companies expecting trouble with future CAFEs. This includes Ford and the whole kit and kaboodle of European auto makers, some of whom are already paying hefty gas-guzzler taxes and who may be soon facing civil penalties as well.

The timing of any such petition is crucial because of the need to calculate CAFE projections. NHTSA has said it cannot make any changes after the start the model year.

Chrysler Corp.is adamantly opposed to any lowering of the passenger CAFEs and is expected to do more than just the vigorous talking and letter writing it did when Ford succeeded in getting the light-truck fuel economy standards relaxed for the 1985 model year.

Chrysler will probably be joined by the Center for Auto Safety and other consumer and environmental groups.

A preview of these divisions and tangle of issues occurred at the 64th annual meeting of the Transportation Research Board, where a day-long session featured views of various groups—some outside, some government and some quasi-government.

The topic was "Automobile Fuel Economy Standards—Unnecessary Intervention Or Effective Conservation Policy." No consensus was reached.

Gordon E. Allardyce, Chrysler's manager for regulatory analysis and planning, strongly supported CAFE and said the company's experience shows it is possible to comply.

Allardyce said it was not easy for Chrysler "to change almost our entire product line in the midst of a major recession, but we did it—at great expense and sacrifice." Further, its product plans assumed that the set CAFEs would be maintained and perhaps even raised.

Chrysler said that NHTSA's reduction of standards is a classic case of changing the rules in the middle of the game.

Not to make GM and Ford produce more-efficient models so they have carryback credits and not to impose civil penalties, Allardyce continued, "ironically penalizes those auto companies which have already paid the price."

Earlier in the day, others supported some of Chrysler's statements without necessarily endorsing its policy. David L. Greene, of Oak Ridge National Laboratory, analyzed the relative effect on gas mileage of design and engineering changes and changes in consumer buying habits.

From 1978-1984, Greene found the biggest factor to be improvement in nameplates and then the introduction of

Continued on Page 8, Col. 3

Arrested for copies

William Favre, as he appeared in the Oct. 29 issue of Automotive News, was arrested last week by Swiss police in Geneva during a news conference he had called to introduce the first of what he said were exact ($135,000) replicas of 1957 and 1962 Ferraris. Favre, based in Geneva, was charged with infringing on Ferrari's name and reputation. The arrest was prompted by a complaint from Fiat's legal department.

His attorney tells Detroit federal judges

DeLorean indictment is expected

By Edward Lapham
Senior Editor
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The U.S. attorney in Detroit will recommend that a federal grand jury indict former auto maker John Z. DeLorean on new federal criminal charges, according to one of DeLorean's attorneys.

The outcome has long been speculated, but this is the first written confirmation of the pending indictment.

"The United States attorney has indicated, in writing, that they intend to request the grand jury to indict Mr. DeLorean, barring some change in circumstance," Donald M. Re told two Detroit federal judges in a letter.

Re and his partner, Howard Weitzman, represented DeLorean in his lengthy federal drug-trafficking trial, winning acquittal on all charges last August.

Leonard Gilman, U.S. attorney in Detroit, declined to comment on the matter. "If I were to say anything, it might violate Rule 6(e)," he said.

Rule 6(e) is the Federal Criminal Procedures provision which guarantees grand jury secrecy.

Gilman has steadfastly refused to even acknowledge the existence of a federal grand jury investigating alleged financial irregularities involving the defunct DeLorean Motor Co.

However, Assistant U.S. Attorney James Walsh, who unsuccessfully prosecuted DeLorean on the drug charges in Los Angeles, revealed the grand jury investigation in bankruptcy court here more than 18 months ago. The beginnings of the federal probe were first reported in Automotive News in November, 1982.

The feds are known to have investigated a number of possible crimes including tax fraud and bankruptcy fraud.

Sources close to the investigation last week said the probe apparently is finally winding down. The federal investigators have scheduled interviews in New York this week, but most observers believe they are merely "filling in a few small gaps."

• After those gaps are filled and the "evidence" is ready for the grand jury, the feds might give DeLorean himself the opportunity to tell his side of the story in order to dissuade them from seeking an indictment. A conclusion of the grand jury's investigation could come as early as February.

Whether DeLorean's attorneys would permit him to talk to the feds is another matter.

Re's letter was written to U.S. District Judge Thomas P. Thornton, who is overseeing the grand jury, and Bankruptcy Judge Ray Reynolds Graves, who is handling the DMC bankruptcy, where Chapter 7 liquidation proceedings are taking place.

It was a cover letter for the submission of microfilm of certain documents originally seized in a court-ordered search of DeLorean's Bedminster (N.J.) home by creditors committee attorneys in September, 1983.

The grand jury subpenaed many of the documents Sept. 10, 1984, but DeLorean's attorneys tried unsuccessfully to quash the subpena, and Judge Thornton ordered the documents surrendered to the grand jury.

Last Oct. 22, Judge Graves ordered DeLorean to produce the documents for examination by DMC's trustees. On Jan. 21, Judge Graves delayed a further hearing on the matter until Feb. 19.

If auto restraints are lifted

Brock sees no Japanese flood

By Jake Kelderman
Washington Reporter

WASHINGTON.—When it comes to the subject of import restraints on Japanese cars, Washington is hardly a quiet place these days.

The restraints, now in their fourth year, expire March 31.

Most recently, U.S Trade Representative William Brock confirmed published reports indicating that in the event of an end to the import quotas that now limit Japanese cars here to 1.85 million units annually, the U.S. would not see a sudden surge of vehicles from that country.

Several high-ranking Japanese Government officials had been quoted by the Washington Post as having told the Reagan Administration that Japanese manufacturing capacity constraints would preclude such an occurence.

The paper quoted the Japanese officials as suggesting that perhaps no more than another 650,000 cars would be brought to the U.S. in the absence of the quotas.

Brock, who is known to question the value of the restraints, said he didn't think it would be possible for an "overwhelming" surge because that would require penetration by the Japanese into the middle-size-car arena where he thinks they are not yet competitive.

However, the UAW maintains that the Japanese have the ability to produce an additional two million or more vehicles annually.

In a letter to Susumu Nikaido, vice chairman of Japan's Liberal

Continued on Page 8, Col. 4

May drop turbo unit for Continental, Mark VII

Ford giving up on luxury diesel

By Richard Johnson
Detroit Reporter

Less than a year after their introduction, Ford Motor Co. appears to have given up on selling turbodiesel-equipped versions of its Continental and Mark VII models.

Robert Rewey, Lincoln-Mercury general manager, said the near-invisible rate of installations for its 2.4-liter, BMW-built six-cylinder turbodiesel probably means the company will stop offering the engine to buyers.

But he said Ford will continue to offer a 2.0-liter four-cylinder Mazda-built diesel as an option in the Ford Escort and Tempo and Mercury Lynx and Topaz.

"I think you will probably see them stay in the small cars, but not the large ones," said Rewey, who takes over as Ford Division general manager Feb. 1.

No final decision has been made on whether to eliminate the turbodiesel option for the 1986 model year, he said. But, he added, "the market is dictating that they are almost out, the rate is so low."

Ford entered the diesel wars shortly after the 1984 model year began, starting with the Mazda diesel on Escort, Tempo, Topaz and Lynx and then adding the turbodiesel option on the luxury models in early 1985. But the company began scaling back its order for turbodiesels as the diesel boom began going bust two years ago.

The original deal with BMW called for Ford to buy 190,000 engines over three years. But in 1983, Ford cut the order to 71,000 engines during the same period.

Diesels became extremely popular options in the U.S. following the Iran hostage crisis in 1979-80. Just five years ago, auto executives surveyed by the University of Michigan's Office for the Study of Automotive Transportation predicted that 25 percent of the U.S. passenger-car market would be held by diesels in 1990.

• But by the time Ford had its diesel program in place, installations had dropped precipitously. Gasoline prices had stabilized and diesels suffered from a rash of negative publicity.

Alleged problems with a V-8 diesel built by Oldsmobile and installed in Olds, Cadillac, Chevrolet, Pontiac and Buick models from 1978 through 1981 led to a rash of consumer complaints and soiled the image of diesel engines in general.

Late last year, General Motors announced it will no longer offer its 4.3-liter V-6 and 5.7-liter V-8 diesel engines in passenger cars beginning with the 1986 model year. GM will continue to offer diesels in Chevrolet and GMC light trucks, and an Isuzu diesel will continue to be available in the Chevrolet Chevette.

Rewey, who criticized other makers for "too quick an application without doing their homework," recalled that Ford officials were once chastised for not jumping into the diesel market more quickly.

"I remember the principals at Ford Motor Co. were just taking a beating in the press over why they didn't do what Brand X was doing," he said. "Well, thank God they didn't."

Because public perception of diesels is so bad, Rewey said it is nearly impossible to convince buyers that not all oilburners suffer from the maladies of GM's gasoline-derived V-8s.

Rewey praised the quality of the BMW engine imported for Continental and Mark VII, but he said diesel sales nonetheless remain dead in the water.

For the 1984 model year, diesels accounted for 7.1 percent of all Mark VII engines, or 2,367, and 4.5 percent on the Continental, or 1,371 engines.

The rate of diesel installations was even lower on Ford's subcompacts during the 1984 model year. Diesel orders were pegged at 2.1 percent on Tempo and 2 percent on Topaz for the year. Installations were 5.3 percent on Escort and 7 percent for Lynx in 1984.

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A slight case of frostbite

Mid-month car sales fall below 1984 total

By Jenny L. King
Detroit Reporter

As the coldest weeks of the winter season settled over the U.S., new-car sales suffered a bit of frostbite. They failed to match the year-earlier total for the mid-January period.

Mid-January domestic sales reached 168,668, down 7.46 percent from the 182,273 reported a year ago. The high for the period was 254,688, recorded 20 years ago, in 1965.

On a daily-rate basis, however, sales topped the 1984 figure by 4.10 percent. The eight selling days this year produced an average of 21,084, compared with an average of 20,253 for nine days in the 1984 period.

Chrysler Corp. and Honda reported sales increases and General Motors sales were up on a daily-rate basis.

GM dealers delivered 99,016 new cars, down 5.29 percent from 104,545 last year, but up 6.55 on a daily-rate basis. Chrysler was up 0.60 percent, to 21,702 from 21,573 (up 13.18 percent daily rate). Honda sales of 2,500 were up 3.31 percent from 2,420 (up 16.36 percent daily rate).

Ford Motor Co. dropped 13.28 percent, to 41,012 from 47,294 (down 2.44 percent daily rate). American Motors reported estimated sales of 3,125 new cars, down 25.60 percent from 4,200 a year earlier (down 16.27 percent daily rate), and Volkswagen was down 41.41 percent, to 1,313 from 2,241 (down 34.14 percent daily rate).

GM's share of the domestic market increased to 58.70 percent from 57.36 percent. Chrysler gained a percentage point, rising to 12.87 percent from 11.83 percent. Ford dipped to 24.32 percent from 25.95 percent. AMC's 1.85 percent was off from 2.30 percent. Honda claimed 1.48 percent, up from 1.33 percent, and VW took the remaining 0.78 percent, down from 1.23 percent.

On a year-to-year basis, only six domestic makes enjoyed sales increases in mid-January. Plymouth was up 1.73 percent, Dodge was up 3.48 percent, Lincoln was up 0.38 percent, Buick was up 1.37 percent, Chevrolet was up 8.13 percent and Honda was up 3.31 percent.

Makes slipping in sales were: Chrysler, down 3.84 percent; Ford, down 14.53 percent; Mercury, down 13.82 percent; Cadillac, down 6.72 percent; Oldsmobile, down 19.17 percent; Pontiac, down 18.87 percent; AMC, down 64.29 percent; Renault, down 15.92 percent, and VW, down 41.41 percent.

Year-to-date sales were up 8.49 percent, to 359,537 from 331,409.

DOMESTIC SALES

	Jan. 11 20, 1985	Jan. 11 20, 1984
Renault Alliance-Encore	2,825	3,360
AMC	300	840
AMERICAN MOTORS	3,125	4,200
Chrysler	6,616	6,880
Plymouth	6,838	6,722
Dodge	8,248	7,971
CHRYSLER CORP.	21,702	21,573
Ford	27,461	32,129
Mercury	10,143	11,770
Lincoln	3,408	3,395
FORD MOTOR CO.	41,012	47,294
Buick	19,584	19,320
Cadillac	6,529	6,999
Chevrolet	38,129	35,261
Oldsmobile	22,870	28,293
Pontiac	11,904	14,672
GENERAL MOTORS	99,016	104,545
VOLKSWAGEN	1,313	2,241
HONDA	2,500	2,420
U.S. INDUSTRY TOTAL	168,668	182,273

Estimate

Hudson River hides auto burial ground

EDGEWATER, N. J.—In what began as a search for a stolen car here, police have uncovered an automobile burial ground in the Hudson River and said they expect to find as many as 40 vehicles in the water.

Police Chief Edward Schmalz said a team of four divers will continue working at the abandoned site of a ship-loading company until the cars are removed. He said the task would take several months. The divers, he said, are hampered by an inability to see the cars in the dark, polluted water.

Import registrations increase in Japan

TOKYO.—Registrations of imported cars totaled 3,045 in Japan in November, compared with 2,312 in the year-earlier month.

Leading makes' totals were: BMW, 812; Mercedes-Benz, 667; Volkswagen, 485; Audi, 345; Mini, 129; Fiat, 68; Autobianchi, 55; Volvo, 48; Ford, 40; Citroen, 38; Porsche, 36; Cadillac, 34; Buick, 32; Jaguar, 31; Saab, 30; Renault, 25; Chevrolet, 24, and Pontiac, 24.

May 5 is new date for Ford Aerostar

ST. LOUIS.—Ford Motor Co. announced that it will temporarily close the suburban Hazelwood assembly plant Jan. 25 to accelerate retooling that will prepare for the launch of the 1986 Aerostar on May 5.

The company has set first-year production at 100,000, but in calendar 1986 and thereafter about 200,000 minivans will roll off the line, the market willing.

No announcements have been made yet as to the relocation of the Ford Crown Victoria and Mercury Grand Marquis, the big cars which have been much in demand in wake of falling petroleum prices and a stable economy.

Ford is spending more than $750 million for the minivan that will take on the entrenched Chrysler Corp. and Toyota models and the new General Motors version. For one thing, the high tech of the North St. Louis County plant will be expanded. Presently, there were but a few robots but the new line will include 100 such automatic machines for the rear-wheel-drive Aerostar.

Many of the 2,300 hourly workers will be furloughed until the plant is ready for production. In the interim, some laid-off workers will be retrained and others will receive some benefits. Like Chrysler's Fenton plant here, and the GM facility in nearby Wentzville, the Ford assembly operation will be transformed into a showcase.

A Ford official said that all workers will be recalled by late summer.

Located on a 96-acre site, the 1,370,000-square-foot assembly plant is undergoing extensive changes, including expansion of approximately 425,000 square feet for the Aerostar. An additional six acres were purchased to accommodate the modernization.

The Aerostar is an all-new minivan with 97.3 percent automation welding incorporated in its assembly. The plant will become the most extensive automated body construction facility, including 313 automation fixtures and 100 robots complemented by an automated state-of-the art base coat/clear coat paint system.

Originally scheduled to begin in December, 1984, the Aerostar was delayed by installation of the high-tech robotic equipment.

Job 1 is expected to be about May 6 and the base-level Aerostar will be powered by a 2.3-liter engine and have 175.9 cubic feet of cargo space and payload capacity of 2,000 pounds. Seating will be available for seven persons or rearrangement of cargo.

College slates program on quality assurance

AUBURN HILLS, Mich.—Oakland Community College has slated a Quality Assurance Symposium for manufacturers and automotive suppliers on Friday, Feb. 8, from 9 a.m. to 3 p.m. at the Auburn Hills Campus.

The symposium is designed to provide local suppliers with information on current and future quality requirements for retention of vendor certification. The $35 registration fee includes lunch.

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As Mr. Sinatra said, it was a very good year

Cleveland dealers are flying high

By Sanford Markey
Staff Correspondent

CLEVELAND.—Popularized by Frank Sinatra into a hit song, the line "it was a very good year" became the 1984 theme for car dealers who look ahead for the next 12 months with great expectations.

James Garfield, executive vice president of the Cleveland Automobile Dealers Assn., helped sum up the year with his annual review statement that it "was the best year since 1979."

For some, the bullish year has meant building expansion, as reported by dealers Al Spitzer and Lee Seidman.

Spitzer is executive vice president of Spitzer Management which operates 22 franchises in Florida and Ohio covering 17 locations principally in the Buckeye State. Expansion is underway at the family's automotive complex at Grafton, site of the original hardware store in 1904. Spitzer is also adding Volkswagen to its lines.

"If the economic forecasts by the experts hold true," said Spitzer, then "we expect 1985 to be very strong with perhaps a sales increase of 10 percent over last year. The past 12 months, with December closing with especially heavy turnover, brought a 30 percent increase over 1983."

There was no particularly cold car last year, he added. Availability was the only question. The year showed people want more options and "they like gingerbread. Customers also are now looking at domestics while shopping, whereas a few years ago many customers wouldn't even consider looking at anything but imports.

The strong market, he added, also indicates that people "are keeping their cars longer and want quality."

Quality and expansions are two significant words for Seidman, who last November opened his new $1.9 million dealership for his line of imports, Toyota, Volvo, Porsche, Audi and Honda.

The recipient of a 1984 National Quality Award from Honda, Seidman has been involved with import sales for more than 25 years in the Cleveland market.

He said "1984 was the best year since 1973," and that if the manufacturers "maintain the same quality standards and don't try to force the market, we'll keep the pace." He hopes, too, that domestic manufacturers will continute to improve and to match the imports.

While the overall atmosphere is a healthy one, there are some clouds on the horizon.

Jack Dobbs, CADA board member and Crestmont Cadillac Corp. executive, did note price resistance and wondered if this will increase in light of General Motors' new hike.

"In our recent forecast meeting, our people said 1985 should be 20 percent over the past 12 months, and those months were above 1983," he said."While December was a good month, comparatively speaking, we felt price resistance to Cimarron.

"We had good acceptance to DeVille/Fleetwood, and a generally strong trend to the smaller models." One highly successful promotion was giving a mink coat with the sale of any Cadillac.

Overall, his dealership's sales were up 11 percent and profits were 60 percent ahead of 1983. A strong factor was service strength, up 40 percent.

Besides its east side Cadillac dealership, Crestmont operates a Toyota outlet on the west side. Despite a short supply, Dobbs said the capability to handle inventory to meet customer demand reflected a 20 percent hike in volume. He anticipates that his Audi line will benefit, too, with the car's new sales setup.

Service development, with its increases in volume and profit, is being keenly watched in many other dealerships by management well aware of the high-tech input.

Sam Marshall, whose 52 years as a dealer make him dean in the area, emphasized that service is a key to the achievements of his Ford dealership. A training program for mechanics is a critical element in keeping abreast of changes.

The past year was 30 percent higher than "an excellent 1983," he said, and although "we received all the models we needed, we're looking forward to Ford's rounding out its program of one sports model for each line. We did experience some shortages in Mustangs, Escorts and Tempos."

What impressed Marshall, a former CADA president, during the past months was the return of "confidence, faith and people willing to extend themselves." He also noted the buying public's recognition that American-manufactured vehicles are now "quality cars."

Leasing has become another strong sales point and Marshall said Ford's Red Carpet rate is helping to promote more leasing than ever.

At Steve Barry Ford, Bruce Barry, general manger, called Crown Victoria a "hot mover" along with Escort and Tempo. With the easing of interest rates, he pointed to a pickup in pickups, particularly by the smaller company owner who feels he can now make his purchase.

Leasing, though, is a point of contention for Larry Axelrod, a past CADA president and head of the Pontiac dealership bearing his name.

"Not only are we short of cars," he said, "but fleet companies are getting the break when it comes to getting cars."

Overall, the past 12 months were described as a "fine year" with Grand Am and Fiero "hot cars." He looks forward to another good year because "people still must catch up with the past years of not having made their purchases."

He estimated that new-car sales for the past 12 months weres up 25 percent with profits double that figure.

At Crossroads Lincoln-Mercury, Inc., Harry Lum hoped this year would find him in the same predicament as the past 12 months when "I did not know which model to promote in my ads since every one was a 'hot car.' Lincoln-Mercury is becoming stronger in the overall market, and this will help the individual dealer."

Lum, who opened in 1973, described Ford's pricing structure as the best in history from a dealer's standpoint. He said this is seen in sales, with retail turnover up 35 percent and fleet up 400 percent, the latter reflecting the growth of business development in the suburban area where the dealership is located.

The Lincoln-Mercury-Ford growth was reflected in year-end figures showing the 12 Ford and L-M dealerships in Cleveland's metropolitan district sold a combined total of 28,711 new cars and trucks—up 15 percent over 1983.

Continued on Page 236, Col. 3

Rising gas prices in Mexico hurt used-car dealers

MEXICO CITY.—A reported new increase in gasoline prices in Mexico, rumored to be 50 percent above current levels, is to be announced this month.

Spokesmen at used-car lots throughout Mexico City, which had trouble moving 8-cylinder models last year, agreed that this will affect sales of large cars.

Even tumbling prices do not seem to build buyer interest in the heavy cars.

On the other hand, two-year-old Datsuns and Volkswagens move quickly and command prices of up to $5,000. The interest in Renaults is also growing.

There are several problems even in sales of lighter new and used cars: Rising gasoline prices, increased tolls for speedways, higher maintenance costs and a shortage of good mechanics to keep cars rolling.

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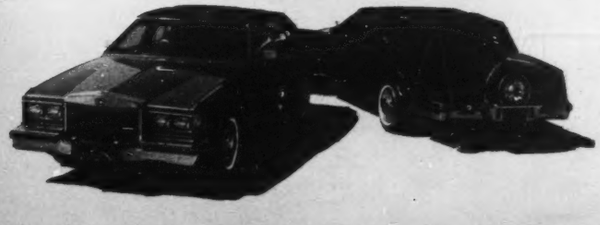

Tire Options on 1984 Model Cars

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	White Sidewalls	Percent of Output
AMERICAN MOTORS	103,264	49.50	54,058	25.90	49,318	23.64
Alliance	64,016	52.90	56,998	47.10	33,037	27.30
Encore	39,248	44.80	48,360	55.20	16,295	18.60
CHRYSLER CORP.	1,138,937	98.37	29,322	2.53	834,698	72.62
Plymouth Total	342,603	97.93	12,284	30.83	263,841	75.42
Horizon	147,902	100.00	NA	.....	89,924	60.80
Reliant	186,683	99.70	5,617	0.30	165,899	88.60
Gran Fury	8,018	54.60	6,667	45.40	8,018	54.60
Chrysler Total	375,833	.....	NA	.....	306,133	.....
LeBaron	111,808	100.00	NA	.....	111,808	100.00
Laser	69,720	100.00	NA	.....	NA	.....
New Yorker E-Class	106,240	100.00	NA	.....	106,240	100.00
Fifth Avenue	88,085	100.00	NA	.....	88,085	100.00
Dodge Total	420,481	.....	17,038	.....	264,724	.....
Omni	142,494	100.00	NA	.....	66,972	47.00
Aries	150,099	99.60	6,028	0.4	134,577	89.30
Daytona	53,635	100.00	NA	.....	NA	.....
Dodge 600	24,256	100.00	NA	.....	22,000	90.70
Dodge 600 E	37,381	100.00	NA	.....	28,559	76.40
Diplomat	12,616	53.40	11,010	46.60	12,616	53.40
FORD MOTOR	1,813,523	100.00	NA	.....	1,296,030	71.46
Ford Division	1,180,708	100.00	NA	.....	646,281	54.74
Escort	331,802	100.00	NA	.....	60,056	18.10
Mustang	141,480	100.00	NA	.....	61,543	43.50
LTD	213,742	100.00	NA	.....	196,085	89.40
Thunderbird	170,551	100.00	NA	.....	139,851	82.00
Crown Victoria	86,084	100.00	NA	.....	75,065	87.20
EXP	23,016	100.00	NA	.....	3,959	17.20
Tempo	214,033	100.00	NA	.....	114,722	53.60
L-M Division	632,815	100.00	.....	.....	501,750	79.29
Mercury Total	475,381	100.00	.....	.....	353,751	74.41
Lynx	66,056	100.00	NA	.....	12,022	18.20
Capri	20,642	100.00	NA	.....	7,699	37.30
Marquis	107,812	100.00	NA	.....	106,410	98.70
Cougar	131,171	100.00	NA	.....	121,727	92.80
Grand Marquis	90,341	100.00	NA	.....	90,341	100.00
Topaz	59,359	100.00	NA	.....	15,552	26.20
Lincoln Total	157,434	100.00	.....	.....	147,999	94.01
Continental	30,468	100.00	NA	.....	30,437	99.90
Lincoln	93,622	100.00	NA	.....	93,622	100.00
Mark VII	33,344	100.00	NA	.....	23,940	71.80
GENERAL MOTORS	4,072,073	81.64	975,228	19.55	3,718,388	74.54
Buick Total	870,216	88.08	117,768	11.92	898,146	90.90
Skylark	111,211	100.00	NA	.....	104,205	93.70
Skyhawk	27,625	19.00	117,768	81.00	103,229	71.00
Century	219,858	100.00	NA	.....	202,259	92.00
Regal	224,754	100.00	NA	.....	202,258	98.00
LeSabre/Elec. (rwd)	228,901	100.00	NA	.....	228,901	100.00
Riviera	57,863	100.00	NA	.....	57,284	99.00
Cadillac Total	300,300	100.00	NA	.....	285,599	95.10
Cimarron	21,898	100.00	NA	.....	7,664	35.00
Seville	39,997	100.00	NA	.....	39,997	100.00
Eldorado	77,806	100.00	NA	.....	77,339	99.40
Cadillac	160,599	100.00	NA	.....	160,599	100.00
Chevrolet Total	1,295,520	70.24	619,142	33.57	1,190,905	64.57
Chevette	78,049	3.20	236,099	96.80	116,098	47.60
Cavalier	79,569	17.20	383,043	82.80	313,651	67.80
Celebrity	309,288	100.00	NA	.....	246,503	79.70
Camaro	261,592	100.00	NA	.....	88,680	33.90
Citation	102,205	100.00	NA	.....	56,928	55.70
Monte Carlo	136,778	100.00	NA	.....	109,696	80.20
Chevrolet	276,492	100.00	NA	.....	259,349	93.80
Corvette	51,547	100.00	NA	.....	NA	.....
Oldsmobile Total	1,072,966	93.77	71,258	0.63	1,039,171	90.82
Omega	52,986	100.00	NA	.....	49,594	93.60
Firenza	11,216	13.60	71,258	86.40	67,794	82.20
Cutlass Supreme	309,124	100.00	NA	.....	289,340	93.60
Cutlass Ciera	280,839	100.00	NA	.....	261,742	93.20
88/98 (rwd)	370,701	100.00	NA	.....	370,701	100.00
Toronado	48,100	100.00	NA	.....	48,100	100.00
Pontiac Total	533,071	74.96	167,060	23.49	304,567	42.83
6000	122,193	100.00	NA	.....	74,660	61.10
2000 Sunbird	42,661	25.20	126,629	74.80	90,062	53.20
1000	3,635	6.60	40,431	73.40	25,228	45.80
Firebird	128,304	100.00	NA	.....	24,378	19.00
Phoenix	22,847	100.00	NA	.....	14,028	61.40
Gr.Prix/Bon.	53,222	100.00	NA	.....	51,253	96.30
Parisienne	25,624	100.00	NA	.....	24,958	97.40
Fiero	134,585	100.00	NA	.....	NA	.....
HONDA	117,200	100.00	NA	.....	NA	.....
VOLKSWAGEN	104,301	100.00	NA	....	6,258	0.60
Total Cars, U. S.	7,349,298	87.60	1,058,608	12.62	2,558,142	30.49

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A comprehensive definition of the breed

What is an auto dealer?

Editor's note: from the North Dakota Automobile Dealers Assn. Newsletter.

Between the innocence of the teens and the dignity of maturity, we all fall under the influence of a group of people called auto dealers.

Auto dealers come in assorted sizes, weights and colors. They have various interests, hobbies, religions and beliefs, but they share one creed—to sell more cars at a higher profit than any other dealer in the universe.

The auto dealer is a composite. He must have the energy of a harnessed volcano, the efficiency of an adding machine, the memory of an elephant, the understanding of a psychiatrist, the wisdom of Solomon, the tenacity of a spider, the patience of a turtle trying to cross a highway in rush-hour traffic, the decisiveness of a general, the diplomacy of an ambassador and the financial acumen of a Wall Street wizard.

An auto dealer may be handsome, or possess sports skill, but mostly he must have respect for people, individually and en masse.

He must respect the customer who drives in with a clunker to trade and says, "There's not a thing wrong with it."

He must respect the customer who test drove a car for a week, signed papers, bought it and drove it for another week, then changed his mind and wanted his money back.

He must respect the inconsiderate, the bothersome, the noisy and the sly.

An auto dealer must possess many abilities. He must not mind explaining for the tenth time to the new salesperson that there is a county tax and a sales tax.

He must not mind explaining to the customer that insurance is not optional but a necessity.

An auto dealer must sense what decisions he must make and which must be made by his employes.

He must be steadfast without being inflexible, sympathetic without being maudlin, generous without being taken.

He must work with the moods of salespeople and enjoy their joys, satisfactions and successes while understanding their griefs, irritations, embarrassments and harassments—and their down days.

An auto dealer must constantly take stock of his business status and spend increasing time in the community as a leader.

He must do all of the above while worrying about this month's low new-car sales, what his wife will say if he works or stays late again tonight, whether he forgot another anniversary, whether his son really wants to become a hairdresser and how Sam Jones, the loyal older but less active salesman, will take the lower commission figure on his paycheck.

And while worrying about where to get the money to help support the Boys Club, find how to expand the service department without cutting into the showroom area and who's been stealing the spare parts from the company supply room.

The most amazing thing about auto dealers is that they would not trade jobs with anyone they know.

They like what they do.

Holbrook named to Volvo Hall of Fame

SCARBOROUGH, Me.—Joseph Holbrook, of Portland Volvo here, has been named to the Volvo Hall of Fame.

Volvo salespersons qualify for the honor by selling 1,000 new Volvos. Holbrook has been with the dealership since 1970.

SUNROOF OPTIONAL EQUIPMENT TABLE

	Vinyl Roofs	Percent of Output	Electric Slide Sunroofs	Percent of Output	Pop-Up Sunroofs	Percent of Output	T-Roof	Percent of Output	Two-Tone Paint	Percent Of Output	Convertible Top Models	Percent Of Output
AMERICAN MOTORS	NA	.....	NA	.....	505	24.21	NA	.....	NA	.....	NA	.....
Alliance	NA	.....	NA	.....	242	0.20	NA	.....	NA	.....	NA	.....
Encore	NA	.....	NA	.....	263	0.30	NA	.....	NA	.....	NA	.....
CHRYSLER CORP.	281,615	24.34	4,743	0.41	26,423	2.28	NA	.....	144,331	12.47	28,853	2.49
Plymouth Total	13,551	3.87	15	0.01	5,768	1.65	NA	.....	30,455	8.71	NA	.....
Horizon	NA	.....	NA	.....	5,768	3.90	NA	.....	25,587	17.30	NA	.....
Reliant	10,673	5.70	NA	.....	NA	.....	NA	.....	4,868	2.60	NA	.....
Gran Fury	2,878	19.60	15	0.10	NA	.....	NA	.....	NA	.....	NA	.....
Chrysler Total	237,408	63.17	4,492	1.20	7,181	1.91	NA	.....	37,114	9.87	17,889	4.76
LeBaron	80,055	71.60	NA	.....	NA	.....	NA	.....	9,280	8.30	17,889	16.0
Laser	NA	.....	NA	.....	7,181	10.30	NA	.....	22,310	32.00	NA	.....
New Yorker/E-Class	69,268	65.20	NA	.....	NA	.....	NA	.....	5,524	5.20	NA	.....
Fifth Avenue	88,085	100.00	4,492	5.10	NA	.....	NA	.....	NA	.....	NA	.....
Dodge Total	30,656	7.09	236	0.05	13,474	3.12	NA	.....	76,762	17.77	10,964	2.54
Omni	NA	.....	NA	.....	6,555	4.6	NA	.....	29,639	20.8	NA	.....
Aries	8,741	5.80	NA	.....	NA	.....	NA	.....	4,973	3.30	NA	.....
Daytona	NA	.....	NA	.....	6,919	12.90	NA	.....	34,434	64.20	NA	.....
Dodge 600 E	NA	.....	NA	.....	NA	.....	NA	.....	3,738	10.10	NA	.....
Dodge 600 K	13,292	54.80	NA	.....	NA	.....	NA	.....	3,978	16.40	10,964	45.20
Diplomat	8,623	36.50	236	1.00	NA	.....	NA	.....	NA	.....	NA	.....
FORD MOTOR	254,808	14.10	8,910	0.49	59,121	3.26	16,088	0.88	138,269	7.62	18,675	1.03
Ford Division	74,277	6.29	NA	.....	49,110	4.16	14,148	7.83	88,709	7.51	18,675	1.58
Escort	NA	.....	NA	.....	3,650	7.10	NA	.....	12,277	3.70	NA	.....
Mustang	NA	.....	NA	.....	16,553	11.70	14,148	10.00	7,781	5.50	18,675	13.20
LTD	20,733	9.70	NA	.....	NA	.....	NA	.....	20,947	9.80	NA	.....
Thunderbird	NA	.....	NA	.....	14,838	8.70	NA	.....	17,226	10.10	NA	.....
Crown Victoria	53,544	62.20	NA	.....	NA	.....	NA	.....	6,973	8.10	NA	.....
EXP	NA	.....	NA	.....	7,006	30.70	NA	.....	4,028	17.50	NA	.....
Tempo	NA	.....	NA	.....	7,063	3.30	NA	.....	19,477	9.10	NA	.....
L-M Division	180,531	28.50	8,910	1.41	10,011	1.58	1,940	0.51	49,560	7.83	NA	.....
Mercury Total	108,629	22.90	NA	.....	10,011	2.11	1,940	0.41	30,121	6.34	NA	.....
Lynx	NA	.....	NA	.....	1,784	2.70	NA	.....	NA	.....	NA	.....
Capri	NA	.....	NA	.....	2,642	12.80	1,940	9.40	NA	.....	NA	.....
Marquis	7,007	6.50	NA	.....	NA	.....	NA	.....	13,153	12.20	NA	.....
Cougar	11,281	8.60	NA	.....	3,804	2.90	NA	.....	NA	.....	NA	.....
Grand Marquis	90,341	100.00	NA	.....	NA	.....	NA	.....	11,744	13.00	NA	.....
Topaz	NA	.....	NA	.....	1,781	3.00	NA	.....	5,224	8.80	NA	.....
Lincoln Total	71,902	45.70	8,910	5.66	NA	.....	NA	.....	19,439	12.30	NA	.....
Continental	NA	.....	1,828	6.00	NA	.....	NA	.....	7,830	25.70	NA	.....
Lincoln	71,902	76.80	4,681	5.00	NA	.....	NA	.....	11,609	12.40	NA	.....
Mark VI/VII	NA	.....	2,401	7.20	NA	.....	NA	.....	NA	.....	NA	.....
GENERAL MOTORS	1,201,884	24.10	70,902	1.42	138,265	2.77	227,467	4.56	232,049	4.65	14,477	0.29
Buick Total	391,919	39.67	17,752	1.80	26,262	2.66	4,495	0.46	79,476	8.04	579	0.06
Skylark	21,043	18.90	NA	.....	1,510	1.36	NA	.....	8,388	7.54	NA	.....
Skyhawk	NA	.....	NA	.....	20,355	14.00	NA	.....	24,718	17.00	NA	.....
Century	37,376	17.00	NA	.....	4,397	2.00	NA	.....	19,787	9.00	NA	.....
Regal	128,110	57.00	4,495	2.00	NA	.....	4,495	2.00	17,980	8.00	NA	.....
LeSabre/Electra (rwd)	157,942	69.00	4,578	2.00	NA	.....	NA	.....	6,867	3.00	NA	.....
Riviera	47,448	82.00	8,679	15.00	NA	.....	NA	.....	1,736	3.00	579	1.00
Cadillac Total	94,593	0.32	19,100	0.06	2,387	0.01	NA	.....	12,372	0.04	3,268	0.01
Cimarron	NA	.....	NA	.....	2,387	10.90	NA	.....	NA	.....	NA	.....
Seville	NA	.....	4,048	10.12	NA	.....	NA	.....	8,479	21.20	NA	.....
Eldorado	NA	.....	9,030	11.60	NA	.....	NA	.....	1,323	1.70	3,268	4.20
Cadillac	94,593	58.91	6,022	3.75	NA	.....	NA	.....	2,570	1.60	NA	.....
Chevrolet Total	94,655	5.13	NA	.....	18,967	1.03	149,045	6.08	20,014	10.84	5,551	0.30
Chevette	NA	.....	NA	.....	NA	.....	NA	.....	16,098	6.6	NA	.....
Cavalier	NA	.....	NA	.....	18,967	4.10	NA	.....	55,513	12.00	5,551	1.20
Celebrity	4,639	1.50	NA	.....	NA	.....	NA	.....	44,537	14.40	NA	.....
Camaro	NA	.....	NA	.....	NA	.....	90,249	34.50	NA	.....	NA	.....
Citation	NA	.....	NA	.....	NA	.....	NA	.....	10,425	10.20	NA	.....
Monte Carlo	36,930	27.00	NA	.....	NA	.....	7,249	5.30	14,909	10.90	NA	.....
Chevrolet	53,086	19.20	NA	.....	NA	.....	NA	.....	49,769	18.00	NA	.....
Corvette	NA	.....	NA	.....	NA	.....	51,547	100.00	6,763	17.00	NA	.....
Oldsmobile Total	574,925	50.25	32,178	2.86	NA	.....	19,547	1.71	44,407	3.88	NA	.....
Omega	9,217	17.40	NA	.....	NA	.....	NA	.....	4,744	9.00	NA	.....
Firenza	NA	.....	NA	.....	NA	.....	3,052	3.70	6,763	8.20	NA	.....
Cutlass Supreme	156,108	50.50	6,182	2.00	NA	.....	10,510	3.40	12,056	3.90	NA	.....
Cutlass Ciera	38,875	13.80	NA	.....	NA	.....	5,985	2.10	18,220	6.50	NA	.....
88/98 (rwd)	337,709	91.10	18,906	5.10	NA	.....	NA	.....	1,854	0.50	NA	.....
Toronado	33,016	68.60	7,630	15.90	NA	.....	NA	.....	770	1.60	NA	.....
Pontiac Total	45,792	6.44	1,332	0.19	90,649	12.75	54,340	7.64	75,790	10.66	5,079	0.71
6000	2,444	2.00	NA	.....	10,997	9.00	NA	.....	15,985	13.90	NA	.....
2000 Sunbird	NA	.....	NA	.....	11,850	7.00	NA	.....	28,779	17.00	5,079	3.00
1000	NA	.....	NA	.....	540	0.98	NA	.....	3,305	6.00	NA	.....
Firebird	NA	.....	NA	.....	NA	.....	52,861	41.20	6,159	4.80	NA	.....
Phoenix	2,696	11.80	NA	.....	777	3.40	NA	.....	9,993	39.00	NA	.....
Grand Prix	27,840	0.52	1,024	11.00	NA	.....	1,479	2.80	7,028	13.00	NA	.....
Parisienne	12,812	50.00	308	1.20	NA	.....	NA	.....	9,993	39.00	NA	.....
Fiero	NA	.....	NA	.....	66,485	49.40	NA	.....	NA	.....	NA	.....
HONDA	NA	.....	NA	.....	NA	.....	NA	.....	NA	.....	NA	.....
VOLKSWAGEN	NA	.....	NA	.....	32,959	31.60*	NA	.....	NA	.....	NA	.....
Total Cars, U.S.	1,738,307	20.72	84,555	1.01	230,850	2.75	243,555	2.90	514,649	6.13	62,005	0 74

*32,959 refers to crank-type sunroofs.

Major events show attendance increase for 1984

Auto racing packs the tracks

AKRON.—America's renewed enthusiasm for autos in 1984 was reflected not only in crowded new-car showrooms but in jam-packed grandstands at major auto racing tracks.

Attendance figures compiled by Goodyear for major North American auto races in 1984 show that there were nearly a quarter-million more spectators than in the previous year. Attendance totaled 4,983,000 for 223 race dates compared with 4,741,000 for 219 events in 1983.

"The increasing spectator interest in auto racing parallels increasing sales of automobiles in general and high-performance automobiles in particular," said Leo Mehl, Goodyear's director of racing.

"It is significant that you cannot attend a major auto race today without seeing auto engineers from Detroit and around the world learning from and contributing to race-car technology," said Mehl.

Goodyear, which claims to be the largest producer of race tires, annually publishes comparative auto-racing attendance figures from selected series as a barometer of the sport's popularity.

Attendance increased in 10 of 13 major North American auto-racing series monitored by Goodyear. The only decreases came in three series which ran fewer events in 1984 than the previous year.

The National Assn. for Stock Car Auto Racing (NASCAR) Winston Cup Grand National series remained the world attendance leader with 1,574,000 spectators at 30 events, up 27,000 from 1,547,000 at the same number of events in 1983.

An increase in average number of spectators per event to 52,467 from 51,567 resulted from seats being added at several major tracks previously filled to capacity on race days.

The Championship Auto Racing Teams (CART) PPG Indy Car World Series added three new events in 1984 and maintained its position as the leader in average race attendance among North American series with 60,750 per event.

Combined with the U.S. Auto Club (USAC)-sanctioned Indianapolis 500, the world's best-attended single-day sporting event, Indy Car racing attendance jumped 118,000 to 972,000 at 16 events in 1984 from 854,000 at 13 races in 1983.

The international Formula One Grand Prix series, listed separately from North American series on the Goodyear attendance chart, has the highest average race attendance in the world and is second only to NASCAR's Grand National series in total attendance.

Formula One crowds increased by 30,000 in 1984 to 1,325,000 at 16 races from 1,295,000 at 15 events the previous year. The series, which included three North American races in 1984, averaged 82,813 spectators at each of the 16 events.

The largest attendance increase of any auto racing series came in the Sports Car Club of America (SCCA) Budweiser Trans-Am Championship, where increased activity by American auto makers helped add four races and 126,000 spectators in 1984.

The Trans-Am drew 375,000 at 16 events compared with 249,000 at 12 1983 races.

The CRC Chemicals Can-Am series was expanded to 10 races in 1984 from six the previous year, and attendance grew 75,000.

The Robert Bosch Super Vee series, which ran before large crowds as a supporting event at Formula One, Indy Car and Trans-Am races, played before 392,000 fans at 12 events in 1984 compared with 337,000 at 11 races in 1983.

Another sports-car series, the International Motor Sports Assn. (IMSA) Camel GT, ran the same number of events (17) both years, but added 29,000 spectators in 1984.

Drag racing produced mixed results in 1984 as the National Hot Rod Assn. dropped from 12 to 11 Winston Championship events and fell to 318,000 spectators from 345,000 in 1983. Meanwhile, the International Hot Rod Assn. increased its schedule to eight events from seven and gained 13,000 attendes.

Sprint-car racing also produced mixed results as the World Of Outlaws circuit gained 15,000 fans in 1984 with 458,000 at 50 events compared with 443,000 at 49 races in 1983. USAC's Silver Crown Dirt Championship was hurt by bad weather, losing 20,000 fans after dropping to six from nine races.

OPTIONS/EQUIPMENT

Engine Options on 1983 U.S. Models

	V-8 Gasoline	Percent of Output	V-8 Diesel	Percent of Output	V-6 Gasoline	Percent of Output	6-Cylinder Gasoline	Percent of Output	V-6 or 6-Cylinder Diesel	Percent of Output	4-Cylinder Gasoline	Percent of Output	4-Cylinder Diesel	Percent of Output
AMERICAN MOTORS	—	—	—	—	—	—	—	—	—	—	208,624	100	—	—
Alliance	—	—	—	—	—	—	—	—	—	—	121,015	100	—	—
Encore	—	—	—	—	—	—	—	—	—	—	87,609	100	—	—
CHRYSLER CORP	126,396	10.92	—	—	—	—	—	—	—	—	1,031,383	89.09	—	—
Plymouth Total	14,685	4.20	—	—	—	—	—	—	—	—	335,147	95.7	—	—
Horizon	—	—	—	—	—	—	—	—	—	—	147,902	100	—	—
Reliant	—	—	—	—	—	—	—	—	—	—	187,245	100	—	—
Gran Fury	14,685	100	—	—	—	—	—	—	—	—	—	—	—	—
Chrysler Total	88,085	23.44	—	—	—	—	—	—	—	—	287,768	76.56	—	—
LeBaron	—	—	—	—	—	—	—	—	—	—	111,868	100	—	—
New Yorker E-Class	—	—	—	—	—	—	—	—	—	—	106,240	100	—	—
Fifth Avenue	88,085	100	—	—	—	—	—	—	—	—	—	—	—	—
Dodge Total	23,626	5.47	—	—	—	—	—	—	—	—	408,468	94.53	—	—
Omni	—	—	—	—	—	—	—	—	—	—	142,494	100	—	—
Aries	—	—	—	—	—	—	—	—	—	—	150,702	100	—	—
Daytona	—	—	—	—	—	—	—	—	—	—	53,635	100	—	—
Dodge 600-E	—	—	—	—	—	—	—	—	—	—	37,381	100	—	—
Dodge 600-K	—	—	—	—	—	—	—	—	—	—	24,256	100	—	—
Diplomat	23,626	100	—	—	—	—	—	—	—	—	—	—	—	—
FORD MOTOR	472,493	26.05	3738	0.21	551,632	30.42	—	—	6821	0.37	750,947	41.41	27,892	1.54
Ford Division	186,751	15.99	—	—	349,028	29.56	—	—	—	—	620,848	52.58	22,081	1.87
Escort	—	—	—	—	—	—	—	—	—	—	314,216	94.70	17,586	5.30
Mustang	39,331	27.80	—	—	51,499	36.40	—	—	—	—	50,650	35.80	—	—
LTD	7,054	3.30	—	—	198,780	93.00	—	—	—	—	7,908	3.7	—	—
Thunderbird	56,282	13.00	—	—	98,749	57.90	—	—	—	—	15,520	9.1	—	—
Crown Victoria	86,084	100	—	—	—	—	—	—	—	—	—	—	—	—
EXP	—	—	—	—	—	—	—	—	—	—	23,016	100	—	—
L-M Division	283,742	44.84	3738	0.59	202,604	32.02	—	—	6821	1.08	130,099	20.56	5,811	0.92
Mercury Total	130,046	27.36	—	—	202,604	42.62	—	—	6821	1.43	130,099	27.37	5,811	1.22
Lynx	—	—	—	—	—	—	—	—	—	—	61,432	93.00	4,624	7.0
Capri	3633	17.60	—	—	8,670	42.00	—	—	—	—	8,339	40.40	—	—
Marquis	—	—	—	—	105,656	96.00	—	—	—	—	2,156	2.00	—	—
Cougar	36,072	27.50	—	—	88,278	67.30	—	—	6821	5.2	—	—	—	—
Grand Marquis	90,341	100	—	—	—	—	—	—	—	—	—	—	—	—
Topaz	—	—	—	—	—	—	—	—	—	—	58,172	98.00	1187	2.00
Lincoln Total	153,696	97.63	3,738	2.37	—	—	—	—	—	—	—	—	—	—
Continental	9,097	95.50	1,371	4.50	—	—	—	—	—	—	—	—	—	—
Lincoln	93,622	100	—	—	—	—	—	—	—	—	—	—	—	—
Mark VI-VII	30,977	92.90	2,367	7.10	—	—	—	—	—	—	—	—	—	—
GENERAL MOTORS	1,629,723	32.67	19,058	.38	1,563,050	31.34	40,984	.82	18,511	0.37	1,708,366	34.25	8,379	0.17
Buick Total	256,320	25.94	2,289	.23	498,254	50.43	—	—	2,199	.22	228,918	23.17	—	—
Skylark	—	—	—	—	67,260	60.48	—	—	—	—	43,951	39.52	—	—
Skyhawk	—	—	—	—	—	—	—	—	—	—	145,393	100	—	—
Century	—	—	—	—	178,085	81	—	—	2,199	1.00	39,574	18.00	—	—
Regal	4,495	2	—	—	220,259	98	—	—	—	—	—	—	—	—
LeSabre/Electra (rwd)	196,855	86	2,289	1.00	29,757	13	—	—	—	—	—	—	—	—
Riviera	54,970	95	—	—	2,893	5	—	—	—	—	—	—	—	—
Cadillac Total	276,281	92.00	2,121	0.71	—	—	—	—	—	—	21,898	7.29	—	—
Cimarron	—	—	—	—	—	—	—	—	—	—	21,898	100	—	—
Seville	39,613	99.04	384	0.96	—	—	—	—	—	—	—	—	—	—
Eldorado	77,386	99.46	420	0.54	—	—	—	—	—	—	—	—	—	—
Cadillac	159,282	99.18	1,317	0.82	—	—	—	—	—	—	—	—	—	—
Chevrolet Total	519,523	28.17	2,624	0.14	426,645	23.13	40,984	2.22	1,855	0.10	844,738	45.80	8,049	.44
Chevette	—	—	—	—	—	—	—	—	—	—	235,855	96.70	8,049	3.30
Cavalier	—	—	—	—	—	—	—	—	—	—	462,612	100	—	—
Camaro	150,154	57.40	—	—	101,236	38.70	—	—	—	—	10,202	3.90	—	—
Citation	—	—	—	—	—	—	40,984	40.10	—	—	61,221	59.90	—	—
Monte Carlo	77,827	56.90	136	0.10	58,815	43.00	—	—	—	—	—	—	—	—
Chevrolet	39,995	86.80	2,488	.90	34,009	12.30	—	—	—	—	—	—	—	—
Corvette	1,547	100	—	—	—	—	—	—	—	—	—	—	—	—
Oldsmobile Total	460,580	40.25	11,817	1.03	459,289	40.14	—	—	13,646	1.21	198,693	17.36	—	—
Omega	—	—	—	—	26,917	50.80	—	—	—	—	26,069	49.20	—	—
Firenza	—	—	—	—	—	—	—	—	—	—	82,475	100	—	—
Cutlass Supreme	53,169	17.20	619	0.20	254,409	82.30	—	—	927	.30	—	—	—	—
Cutlass Ciera	—	—	—	—	177,771	63.30	—	—	12,919	4.60	90,149	32.10	—	—
88/98 (rwd)	360,321	97.20	10,380	2.80	—	—	—	—	—	—	—	—	—	—
Toronado	47,090	97.90	818	1.70	192	.40	—	—	—	—	—	—	—	—
Pontiac Total	117,019	16.45	207	0.03	178,862	25.15	—	—	611	.90	414,119	58.23	330	0.05
Pontiac 2000	—	—	—	—	—	—	—	—	—	—	169,290	100	—	—
Pontiac 1000	—	—	—	—	—	—	—	—	—	—	54,753	99.40	330	.60
Firebird	72,491	56.50	—	—	48,371	37.70	—	—	—	—	7,442	5.80	—	—
Phoenix	—	—	—	—	10,967	48.00	—	—	—	—	11,880	52.00	—	—
Grd. Prix/Bonneville	19,852	37.30	5.3	0.10	33,317	62.60	—	—	—	—	—	—	—	—
Parisienne	24,676	96.30	154	0.60	794	3.10	—	—	—	—	—	—	—	—
Fiero	—	—	—	—	—	—	—	—	—	—	134,585	100	—	—
A-6000	—	—	—	—	85,413	69.90	—	—	611	0.50	36,169	29.60	—	—
HONDA	—	—	—	—	—	—	—	—	—	—	117,200	100	—	—
VOLKSWAGEN	—	—	—	—	—	—	—	—	—	—	77,496	74.30	26,805	25.70
Total Cars, U.S.	2,226,612	26.56	22,796	0.27	2,114,682	25.21	40,984	0.49	25,332	0.30	3,894,016	46.42	63,076	0.75

factories list auction dates

American Motors

Jan. 29—Aptco Auto Auction, Taylor, Mich.

Jan. 31—Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Jan. 29—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCar Prep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Jan. 30—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; South Seattle Auto Auction, Kent, Wash., and Southwest Auto Auction, Phoenix.

Jan. 31—Atlanta Auto Auction, Red Oak, Ga.; 166 Auto Auction, Springfield, Mo., and Arena Auto Auction, Chicago.

Feb. 1—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

Jan. 30—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

Feb. 5—Harrisonburg Auto Auction, Harrisonburg, Va.

Feb. 6—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Feb. 7—Nashville Auto Auction, Nashville.

Feb. 13—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

Feb. 14—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

General Motors

Jan. 30—Denver Auto Auction, Englewood, Colo.

Jan. 31—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Feb. 7—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

Feb. 12—Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 13—Hatfield Auto Auction, Hatfield, Pa.; Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Feb. 14—Nashville Auto Auction, Nashville.

Used Car Sales
Auction Averages

January 1985	$4,992
Month ago	$4,863
Year ago	$5,359

Model Breakdown
Auction Averages

	JAN. 1985	DEC. 1984	NOV. 1984
1985	$11,375		
1984	8,726	9,531	9,945
1983	5,978	6,780	6,999
1982	5,343	5,112	5,565
1981	4,306	4,454	4,623
1980	3,680	3,526	3,813
1979	2,771	2,932	3,110
1978	2,117	2,047	2,262
Overall Average	$4,992	$4,863	$4,923

used-car auction directory

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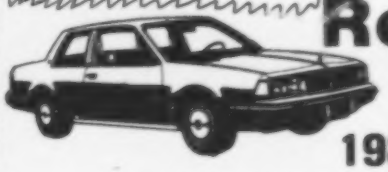

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174,765 cars built; severe weather a factor

Auto output slips below 180,000

By Louise Kertesz
Detroit Reporter

Last week's estimated domestic auto production slipped out of the 180,000 range for the first time (during a regular work week) since climbing to that level at the beginning of December.

Downtime at several Big Three assembly plants due to severe weather was a factor in the slowdown, as was the closing of American Motors' Kenosha (Wis.) facility for inventory adjustment.

Last week's scheduled total again included figures from striking General Motors plants in Bowling Green, Ky. (Chevrolet Corvette), and Wentzville, Mo. (Buick Electra and Oldsmobile Ninety-Eight).

Estimated output of 174,765 cars was down 3.52 percent from the previous week's 181,147 but was 5.51 percent better than the year-ago week's 165,639.

So far this year, 653,154 cars have been assembled, 6.41 percent more than the 613,786 built last year at this point.

Companies accounted for last week's scheduled production as follows: GM, 62.04 percent; Ford, 21.54 percent; Chrysler Corp., 12.93 percent; American Honda, 2.08 percent; Volkswagen of America, 1.30 percent, and New United Motor Mfg., Inc., 0.11 percent.

All Ford plants worked daily overtime last week except for the days when severe weather intervened.

GM scheduled two overtime shifts Saturday (Jan. 26) at the following plants: Flint (Buick B and G lines); Detroit; Fairfax, Kans.; Janesville, Wis.; Lakewood, Ga.; Lordstown, O.; Norwood, O., and Oklahoma City.

Honda scheduled 10 hours of overtime Saturday at its Marysville (O.) plant. The same plant worked two overtime hours once during the week.

Truck production rises to 66,880 for year's high

U.S. truck makers last week expected their highest weekly production so far this year and the highest since mid-December—66,880 units.

The figure was up 4.72 percent from the previous week's 63,867 and was 10.01 percent better than the year-ago week's 60,793.

The targeted production increase was reported despite several plant shutdowns caused by snow and subzero weather.

Year-to-date, 233,483 trucks have been assembled, keeping pace (up 1.96 percent) with last year's 228,995 completed at this point.

All Ford plants worked daily overtime last week.

General Motors scheduled two overtime shifts Saturday (Jan. 26) at its plants in Flint (No. 1 and 2); Janesville, Wis.; St. Louis; Pontiac (No. 5), and Lordstown, O.

One overtime shift was scheduled Saturday at GM's plant in Detroit.

Michigan dealers call odometer fraud 'epidemic'

By Richard Johnson
Detroit Reporter

New-car dealers in Michigan say a "very substantial" number of cars with rolled-back odometers are coming into the state, and they have begun taking steps to combat the problem, according to the executive vice president of the Detroit Auto Dealers Assn.

With odometer fraud reaching "epidemic proportions," executive director Daniel Hayes said the association recently asked the Michigan attorney general's office and secretary of state to conduct a seminar on the subject for its members. The session, conducted last Monday (Jan. 21) was aimed at advising dealership personnel how to recognize and help prevent the problem.

The secretary of state last year revoked the licenses of 15 used-car dealers and suspended the licenses of 19 others in connection with an ongoing probe into odometer tampering. The charges against dealers included both illegal altering of odometers and knowingly selling cars with inaccurate readings.

Hayes noted that none of the suspensions or revocations involved new-car dealers or members of the Detroit dealer group. But, he added, "that does not mean that new-car dealers don't have a problem in this area."

"We have a very substantial problem because there are seemingly endless numbers of used cars coming into Michigan from out of state," he said. "Most of them apparently originate as fleet cars or daily rental cars, which have been cleaned up and detailed to the extent that it is very difficult to isolate them out as high-mileage cars."

Hayes said the cars look like low-mileage vehicles and appear to run like them. The rollbacks are generally aimed at increasing the value of used cars by $700 to $800, he added.

• Michigan's investigation began in January, 1983.The Secretary of State Automotive Bureau's Car Dealer Division now routinely examines out-of-state titles on cars coming into Michigan for retail sale. Extensive ownership and mileage history checks are made if title paperwork exhibits signs of odometer alteration.

In particular, the bureau has tracked cars coming into the state with Kentucky, Tennessee and Indiana titles. A sampling last year of cars purchased by Michigan dealers from suppliers in Kentucky showed that 87 percent of the odometers had been rolled back.

To help new-car dealers recognize and alleviate odometer fraud, attorneys for the Detroit dealer group asked state officials to present the seminar, which was held at the Michigan State University Management Conference Center in Troy.

In addition, Hayes pledged that the association will cooperate with the attorney general's office and the secretary of state "as they attempt to clean up the odometer rollback situation and let the chips fall where they may."

He also said the group will continue to support proposed federal legislation that would require that titles and registrations include information making it easier to trace rollbacks.

3 GM lines for Anderson

RED LODGE, Mont.—Conrad A. Anderson is operating Anderson Chevrolet-Pontiac-Oldsmobile, Inc., here.

Auto assembly in Canada trails pace of 1984

With almost a full month of 1985 production behind them, Canadian car makers are building at a somewhat slower pace than a year ago. But truck makers have already reached a weekly high better than any week last year.

Last week, 21,046 cars were scheduled for assembly, up 5.30 percent from the previous week's 19,987 and 10.91 percent more than the year-ago week's 18,976.

Year-to-date, 75,542 cars have been completed, 9.76 percent less than the 83,716 built at this time last year.

Last week's scheduled build of 18,621 trucks was a bit lower (1.79 percent) than the previous week's 18,961, which topped 1984's weekly high of 18,853, reached in the week ending June 23.

International Harvester's Chatham (Ont.) plant was closed last Monday (Jan. 21) because of bad weather.

At Chrysler's Windsor (Ont.) plant, 2,580 Plymouth Voyagers, 2,742 Dodge Caravans, and 594 Mini Ram vans were scheduled for assembly, bringing the T-115 total for the year to 22,040.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 26, 1985	Week Ended Jan. 26, 1984	Week Ended Jan. 19, 1985	Jan. to Date	Jan.1 to Jan. 26, 1984	Jan. 1 to Jan. 26, 1985
AMERICAN MOTORS	600	609	.....	966	2,305	966
FORD MOTOR	11,386	4,735	11,292	42,894	30,019	42,894
GENERAL MOTORS	8,835	13,418	8,470	30,872	50,589	30,872
VOLVO	225	214	225	810	803	810
Total Cars, Canada	21,046	18,976	19,987	75,542	83,716	75,542

TRUCK PRODUCTION IN U.S.☆

	Week Ended Jan. 26, 1985	Week Ended Jan. 26, 1984	Week Ended Jan. 19, 1985	Jan. to Date	Jan.1 to Jan. 26, 1984	Jan. 1 to Jan. 26, 1985
CHEVROLET	25,092	19,700	21,454	83,549	76,258	83,549
DODGE	3,600	4,494	3,861	14,138	15,337	14,138
FORD	20,993	23,015	22,188	77,513	84,562	77,513
GMC	7,340	5,405	6,369	22,953	24,586	22,953
INTERNATIONAL	1,075	1,421	1,626	5,245	4,917	5,245
JEEP	4,125	3,463	4,146	14,094	12,959	14,094
NISSAN	2,505	2,245	2,073	8,251	6,386	8,251
AM GENERAL	50*	50*	50*	180*	190*	180*
MISCELLANEOUS	2,100*	1,000*	2,100*	7,560*	3,800*	7,560*
Total Trucks, U.S.	66,880	60,793	63,867	233,483	228,995	233,483

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 26, 1985	Week Ended Jan. 26, 1984	Week Ended Jan. 19, 1985	Jan. to Date	Jan.1 to Jan. 26, 1984	Jan. 1 to Jan. 26, 1985
CHRYSLER CORP.	8,568	6,700	8,808	32,000	21,069	32,000
FORD MOTOR	3,648	3,308	3,605	12,661	12,631	12,661
GENERAL MOTORS	6,248	6,341	6,321	22,594	23,946	22,594
INTERNATIONAL	157	145	227	706	513	706
Total Trucks, Canada	18,621	16,494	18,961	67,961	58,159	67,961
N. American Trucks	85,501	77,287	82,828	301,444	287,154	301,444

* — Now includes window van production. • — Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

U.S. CAR PRODUCTION

	Week Ended Jan. 26, 1985	Week Ended Jan. 26, 1984	Week Ended Jan. 19, 1985	Jan. to Date	Jan.1 to Jan. 26, 1984	Jan. 1 to Jan. 26, 1985
AMERICAN MOTORS	.....	4,724	4,103	7,768	12,542	7,768
Renault Total	.....	4,724	4,103	7,768	12,542	7,768
Alliance	.....	2,332	2,642	4,932	6,224	4,932
Encore	.....	2,392	1,461	2,836	6,318	2,836
CHRYSLER CORP.	22,600	25,330	25,366	90,769	86,575	90,769
Plymouth Total	6,800	7,761	7,575	26,233	27,141	26,233
Horizon	2,400	3,513	2,645	9,331	10,129	9,331
Reliant	2,900	3,760	3,347	11,273	15,477	11,273
Caravelle	1,100	189	1,310	4,453	716	4,453
Gran Fury	400	299	273	1,176	819	1,176
Chrysler Total	8,000	7,819	8,798	32,211	26,486	32,211
LeBaron	2,200	2,578	2,530	8,677	8,191	8,677
LeBaron GTS	1,000	.....	1,242	4,885	.....	4,885
Laser	1,200	1,692	1,159	4,308	5,052	4,308
New Yorker E-Class	1,200	1,934	1,396	4,892	7,673	4,892
Fifth Avenue	2,400	1,615	2,471	9,449	5,570	9,449
Dodge Total	7,800	9,750	8,993	32,325	32,948	32,325
Omni	2,500	3,198	2,945	10,074	8,947	10,074
Aries	2,300	3,227	2,268	8,561	11,935	8,561
Daytona	700	1,290	890	3,075	5,134	3,075
Dodge 600	1,300	1,622	1,461	5,135	5,900	5,135
Lancer	700	.....	953	3,735	.....	3,735
Diplomat	300	413	476	1,745	1,032	1,745
FORD MOTOR	37,646	36,415	41,215	144,406	120,174	144,406
Ford Division	24,389	24,269	27,259	94,174	78,841	94,174
Escort	6,817	6,933	6,839	24,825	22,605	24,825
Mustang	3,079	3,334	3,668	12,517	8,984	12,517
LTD	5,140	4,947	5,891	20,076	18,178	20,076
Thunderbird	3,441	3,614	4,043	13,949	10,765	13,949
Crown Victoria	1,629	1,433	2,173	7,167	6,651	7,167
EXP	543	1,082	526	1,951	3,127	1,951
Tempo	3,740	2,926	4,119	13,689	8,531	13,689
L-M Division	13,257	12,146	13,956	50,232	41,333	50,232
Mercury Total	9,803	9,414	10,363	37,450	29,691	37,450
Lynx	1,744	1,301	1,687	6,376	4,975	6,376
Capri	290	725	332	1,421	1,935	1,421
Marquis	2,444	1,988	2,445	8,954	7,010	8,954
Cougar	2,884	1,990	3,336	11,611	5,736	11,611
Grand Marquis	1,135	2,156	1,452	4,770	6,998	4,770
Topaz	1,306	1,254	1,111	4,318	3,037	4,318
Lincoln Total	3,454	2,732	3,593	12,782	11,642	12,782
Continental	623	483	649	2,313	2,191	2,313
Lincoln	2,447	1,712	2,544	9,054	4,038	9,054
Mark VI/VII	384	537	400	1,415	5,413	1,415
GENERAL MOTORS	108,419	94,617	105,081	389,707	376,884	389,707
Buick Total	22,392	19,702	20,124	77,585	81,287	77,585
Skylark	2,385	2,516	2,549	9,166	7,121	9,166
Skyhawk	1,861	3,120	2,460	7,521	13,319	7,521
Somerset Regal	2,750	.....	2,015	8,273	.....	8,273
Century	5,168	3,824	4,410	16,849	16,279	16,849
Regal	3,029	4,047	3,060	10,630	17,576	10,630
LeSabre/Electra	3,840	4,865	3,950	14,853	21,204	14,853
Riviera	1,421	1,330	1,161	4,748	5,030	4,748
Electra (fwd)	1,938	.....	519	5,545	758	5,545
Cadillac Total	8,191	6,785	8,258	29,471	25,740	29,471
Cimarron	571	481	504	1,858	1,798	1,858
Seville	956	749	787	3,194	2,817	3,194
Eldorado	1,790	1,435	1,471	5,976	5,398	5,976
Cadillac (rwd)	1,389	4,120	1,365	4,856	15,249	4,856
DeVille (fwd)	3,485	.....	4,131	13,587	478	13,587
Chevrolet Total	38,613	31,927	36,733	140,455	129,200	140,455
Chevette	3,578	3,810	3,102	12,745	15,722	12,745
Cavalier	10,717	9,049	9,663	38,391	33,119	38,391
Celebrity	5,817	4,458	5,382	20,984	21,179	20,984
Camaro	5,191	5,410	5,478	18,797	21,120	18,797
Citation	1,615	1,604	1,528	6,213	7,080	6,213
Malibu/El Camino	624	483	549	2,068	2,131	2,088
Monte Carlo	2,640	4,068	3,076	9,546	16,675	9,546
Chevrolet	7,631	2,263	7,503	28,825	9,393	28,825
Corvette	800	782	452	2,866	2,781	2,866
Oldsmobile Total	26,076	24,908	27,092	95,800	98,583	95,800
Omega	.....	1,273	.....	.....	3,476	.....
Firenza	1,593	1,275	1,717	6,042	6,649	6,042
Cutlass Supreme	4,271	7,669	4,696	15,482	28,862	15,482
Cutlass Ciera	7,220	4,438	8,641	28,696	20,027	28,696
88/98 (rwd)	6,186	9,368	5,968	21,458	35,689	21,458
Olds 98 (fwd)	2,833	.....	2,520	10,191	544	10,191
Calais	2,915	.....	2,685	10,394	.....	10,394
Toronado	1,058	885	865	3,537	3,336	3,537
Pontiac Total	13,147	11,295	12,874	46,396	42,074	46,396
Acadian**	.....	345	234	.....	849	555
2000 Sunbird	2,769	2,794	2,850	11,077	11,306	11,077
1000	736	967	546	2,410	2,866	2,410
Firebird	2,755	2,289	3,074	10,046	9,064	10,046
Phoenix	.....	226	.....	.....	1,499	.....
Grd. Prix/Bonneville	.....	1,476	.....	.....	5,631	.....
6000	562	.....	329	1,269	.....	1,269
Parisienne	1,590	437	1,367	5,568	1,843	5,568
Fiero	2,400	2,761	2,389	7,202	9,016	7,202
Grand Am	2,335	.....	2,085	8,269	.....	8,269
HONDA	3,620	2,189	3,129	12,258	8,643	12,258
NUMMI (Nova)	200*	.....	200*	800*	.....	800*
VOLKSWAGEN	2,280	2,364	2,053	7,446	8,968	7,446
Total Cars, U.S.	174,765	165,639	181,147	653,154	613,786	653,154
Total Cars, Canada	21,046	18,976	19,987	75,542	83,716	75,542
N. American Cars	195,811	184,615	201,134	720,928	697,502	728,696
N. American Trucks	85,501	77,287	82,828	301,444	287,154	301,444
North American Cars and Trucks	281,312	261,902	283,962	1,030,140	984,656	1,030,140

•Estimated.
**— All Acadians are built for sale in Canada.

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Taurus, Sable unveiled

Ford claims record for roominess

Ford claims its new 1986 Taurus, along with its sister the Mercury Sable, provides more combined passenger and luggage room than any car in the mid-size family-car market. The auto maker is also stressing the extent to which computers are involved in designing and producing the cars. Story, other pictures on Page 61.

'86-model Mercury

The Mercury Sable, slated for introduction this fall, is distinguished by a "light bar" which sweeps across the front. Initially, it will have a six-cylinder, 60-degree V-6 pushrod 140-HP engine with port-mounted fuel injectors. Later, a four-cylinder, 2.5-liter engine will be added.

NADA will play it tough in Washington this year

By Robert M. Lienert
Editor

SAN FRANCISCO.—Contentment and satisfaction, tempered by cautious optimism for 1985, was the prevailing mood of the 68th NADA Convention and Exposition which closed here last week.

Yet, dealers seemed to be in need of reassurance about the future. They got that from the incoming president, William J. Symes, who told the closing session that dealers must be competitors to succeed and that NADA is going to be a "very aggressive competitor" on their behalf.

By all traditional measurements, the convention was a star-spangled success.

Final count may push attendance to a record, topping the 18,000-plus scored in 1979 at the Las Vegas convention. Workshop attendance neared 20,000. Aisles at the exposition were jam-packed with shoppers.

Many of the workshops—particularly those concerned with leasing and computers—had overflow crowds spilling into the corridors.

Symes, a Cadillac dealer in Pasadena, Calif., told the convention that the biggest job for 1985 lies in Washington, where there is a heavy legislative agenda. The primary item there, he said, is fleet subsidies.

"The manufacturers feel it is necessary to sell cars to the fleets cheaper than they sell to us," Symes said. "I don't understand that philosophy and I sure as hell don't agree with it.

"When manufacturers sell cars to someone else cheaper than they sell to their own franchised dealers, that's illegal procedure and somebody has to blow the whistle. All we are asking for is a fair ball game."

Symes, a onetime sports announcer, lapsed into football metaphor in ripping into fleet subsidies. The fleets, he said, need only five yards to make a first down, while dealers still are expected to gain the traditional 10.

NADA, he said, will play a vigorous lobbying role when Congress starts rewriting the tax laws.

"We will be making the case of

Continued on Page 49, Col. 1

Industry can compete, Commerce Dept. says

By Jake Kelderman
Washington Reporter

WASHINGTON.—Barring a severe recession in combination with a "radical" increase in Japanese auto imports, U.S. auto makers should be able to compete head-to-head with the rest of the world in 1985, according to a confidential Department of Commerce report on the status of the industry.

The report, a copy of which was obtained by Automotive News, was prepared for the Cabinet Council on Commerce and Trade, which met late last week to take up the controversial issue of whether to push for continuation of import quotas on Japanese automobiles. A majority at the meeting reportedly favored allowing the quotas to lapse, although no position was taken.

Those quotas are imposed by the Japanese government and currently limit the Japanese makers to 1.85 million autos annually. They now are in the fourth year of what was to have been a three-year limitation period.

The quotas are scheduled to expire at the end of March, but pressure is building from Chrysler Corp., Ford Motor Co., the UAW and various legislators to keep them in place for another year or until the industry is fully recovered.

The report from the Commerce Department's Office of Automotive Affairs and Consumer Goods appears to say recovery already is here.

"The U.S. companies have largely recovered from the recession of 1980-1982 and are in much stronger financial shape, with income for 1984 expected to be about $10 billion," the report says.

Measured in constant 1978 dollars, this is $1.4 billion more than the record $4.9 billion the industry recorded in its last good year, 1978, the report says.

This is not to suggest the industry's balance sheets have returned to 1978 levels, the report notes. But it concludes this may never again occur anyway because of fundamental changes in the "basic financial and operating structure" of the industry.

For example, the industry has implemented aggressive working capital management programs designed to reduce receivables and inventories while stretching payables. That reduces liquidity but increases cash flow, the Commerce report says.

That improvement in cash flow should be sufficient to finance capital expenditures, debt repayment and dividends in 1985 without substantial borrowing, Com-

Continued on Page 49, Col. 1

That's Ford's sales goal for new upper-middle cars

Taurus/Sable: 2.5 million by 1990

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—Ford Motor Co. expects to sell 2.5 million Taurus/Sable cars by the end of the decade, or about 500,000 a year, in a bid to capture a greater share of the emerging upper-middle segment of the new-car market, company executives said during the car's unveiling last week.

Harold (Red) Poling said the price range of the new line would be between $8,200 and $12,200. Poling became president of Ford on Feb. 1. He formerly was executive vice preisadent, North American Automotive Operations.

Explaining that the new series cost Ford nearly $3 billion, Poling said production is expected to begin in Atlanta, followed six months later by assembly at Ford's Chicago plant. The new models are slated for a fall introduction.

"We will launch them into a rising tide," Poling said of the segment the new cars will occupy. "Sable and Taurus are in the upper-middle segment, which has grown 7 percentage points during the last four years. Ford and Mercury cars have increased their share of this segment in the U.S. from 12.1 percent in 1980 to 15.9 percent in 1984.

"In Canada, our share has increased to 15.7 percent. We also expect that Sable and Taurus will appeal to a broader base that now covers six of 10 potential buyers in the compact, mid-speciality and large-car segment," Poling said.

To reach that goal of 2.5 million owners by the end of the decade, Poling estimated that Ford will sell 410,000 of the cars during the 1986 model year, with sales climbing to the 550,000-unit level in the succeeding model years.

Philip Caldwell, who retired Feb. 1 as Ford chairman and chief executive, said the Taurus/Sable line is aimed directly at the baby-boom generation and is a statement by the company of what a family car should be.

"Taurus and Sable speak to the large segment of the U.S. population born after World War II," Caldwell said. "There are a lot of them. By 1990, they will be well into middle age and the nation as a whole, for this and other reasons, will have more than 90 million households—14 million more than when we entered this decade.

"By every standard of objective measurement, we know that Taurus and Sable are best-in-class, best in segment. No six-passenger family car is better either absolutely or in feature content. These are what, in our opinion, contemporary family cars ought to be."

When asked if the modular construction and CAD/CAM techniques are a response to General Motors' Saturn project, Caldwell quipped, "While other manufacturers may have projects that are

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breaking news

Labor contract reached at Sterling Heights

DETROIT.—A new three-year labor agreement has been reached at Chrysler Corp.'s new Sterling Heights (Mich.) plant. The contract has seven skilled and nine production job classifications, fewer than many other pacts. The hourly rate for an assembler is $13.05. The UAW local has not been assigned a number yet, the union said. Sterling Heights builds Chrysler's new Dodge Lancer and Chrysler LeBaron GTS.

G-line closes in Flint, B-line to follow

FLINT.—Buick's factory No. 40—the G-line that had been producing the rear-wheel-drive Buick Regal and Oldsmobile Cutlass Supreme—went down Friday (Feb. 1). It is the first closing in the conversion to the Buick City project. Production of the G-cars was moved to Pontiac for the 1985 and 1986 model years. This Friday (Feb. 8), the B-line (Buick LeSabre and Chevrolet Impala-Caprice) will close. Production of the

See BREAKING NEWS, Page 8, Col. 1

AMC undercuts Chrysler

New incentive fuels small-car sales battle

By Joseph Bohn
Marketing Editor

The battle in the small-car segment continues to heat up, as American Motors is undercutting Chrysler's 8.8-percent finance promotion by a third of a percentage point.

A new low-interest APR program from Chevrolet will also put a lot of extra heat on the compact pickup market.

AMC's new 8.5-percent finance offer on Alliance and Encore subcompacts runs from Feb. 1 to 28. It is available on contracts up to 36 months.

For loans of 37 to 42 months, a 9.5-percent finance rate is being offered. And on loans of 43 to 48 months, the rate is 10.5 percent.

AMC said that on a $7,000 loan for 36 months, customers save about $535, compared with the 13-percent rate a bank would charge. Its finance offer is available at local dealers' lending institutions or through AM Credit.

AMC is buying down contracts up to 13 percent.

The offer is available on vehicles bought and delivered during February.

AMC previously rolled back prices of these same vehicles Dec.26. Both actions reflect the severity of competition in the subcompact sector.

Chrysler is running an 8.8-percent APR program on its subcompact Omni/Horizon lines.

The subcompact car segment generally hasn't been too strong.

Marketing analysts were a little surprised at GM's new 8.8-percent financing program, which runs from Feb. 1 through March 31 on Chevy S-10 and GMC S-15 compact pickup trucks.

The offer is availble through GMAC only.

Chevrolet had a 68-day supply of S-10 pickups and GMC, a 66-day supply of S-15 pickups as of Feb. 20, according to industry sources.

That's a tad high, but would not normally be enough to warrant an APR program.

GM may be countering some of the importers' efforts, like Nissan's 8.8-percent program on trucks. But, as one observer pointed out, "if they are, they sure waited long enough." Nissan has been running its program for months on end.

The most likely reason for GM's move is probably to satisfy a CAFE issue. The company, with strong sales of big-engine trucks, may be having trouble meeting the fuel economy standards on trucks.

Importers generally have been very aggressive in the compact truck segment, the only area where they are not constrained by quotas.

Industry sources estimate that altogether the Japanese importers had a 35-day supply of compact pickups as of Jan. 20.

Ford, with an estimated 70 days' supply of compact Ranger pickups as of Jan. 20, is expected to move rather quickly to counter the new GM program. It now has to contend with both GM and the Japanese incentives.

Ford may not offer low-interest financing, but is certain to come up with some kind of program quickly.

Iacocca gets engaged; no wedding date set

DETROIT.—Chrysler Chairman Lee A. Iacocca, 60, confirmed his engagement to Peggy Johnson, a BBD&O account executive on leave to work on the Statue of Liberty restoration project. No wedding date has been set.

Johnson, 34, is a former Pan Am flight attendent. It will be her first marriage. Iacocca has been widowed for nearly two years. The couple met while working on the Statue of Liberty project and became engaged at Christmas.

An arresting jump

A Long Beach (Calif.) police officer shows what a good feeling it is to drive a Toyota "paddy wagon." Long Beach is the first city in the U.S. to buy the converted Toyota cargo vans for use as patrol vehicles. When the need arises, the vans also can be used to pick up as many as eight prisoners from other on-duty patrol cars and shuttle them to the station. Norwalk Toyota, Norwalk, Calif., handled the sale and conversion of the vehicles.

More capacity for the same size market

Bidwell warns of a tougher sell

By Joseph Bohn
Marketing Editor

Chrysler Corp. is still moving merchandise at a fast clip, but it's not as easy a sell as last year, according to Bennett E. Bidwell, executive vice president.

"You've got a helluva lot more (industry) capacity this year chasing the same size market," he said. He added that this forces Chrysler and everyone else to market more aggressively.

He pointed to Chrysler's new Sterling Heights (Mich.) plant, extra shifts at Ford and General Motors, increasing production at Honda's Marysville (O.) plant, the upcoming addition of car production at Nissan's plant in Smyrna, Tenn., and an increase in import quotas as providing much more competition than last year when there were production constraints and shortages.

"That was a pull year; this year is going to be more push," Bidwell added.

Chrysler's inventories climbed to 90 days Jan. 1, and it has been using free automatic transmission giveaways on K-cars and 8.8 percent interest subvention on L-body subcompacts, plus other incentives, to sustain the momentum.

But, Bidwell noted, the company has enough wholesale orders to sustain its current production rates through February and partly into March and "that's not bad, considering the history of Chrysler."

"We're trying to stay well ahead of the plant because of the quality effort," he said. "We've committed to keeping a minimum 10-day schedule on hand at all plants, at all times.

"This is the season when everybody's days' supply goes up. If you go into spring with anything, you've got to carry a fairly high days' supply," he pointed out, adding that Chrysler had 100,000 more cars on hand than last year when it was short on product.

He said the company hit its sales program for December and into January.

"If we stay on program, we'll be fine. If we start missing program, actual stocks will turn out higher than program stocks," he added.

Minivans continue to be Chrysler's hottest sellers, though with competition from General Motors and, later this year, Ford Motor Co., Chrysler is prepared to switch to more conventional advertising.

"We may take a little more time to explain that ours (minivan) is a car in the minds of the public, and theirs aren't," he said.

Bidwell thinks the market potential for minivans is greater than many people think because of the heavy crossover of former car owners.

The big percentage of two-door sedan tradeins on minivans "continues to astound us," he added, because Chrysler had been expecting a lot of station wagon converts.

"Those people (minivan buyers) were heading toward multi-purpose vehicles. They were leaving two-door America." he said. In the process, they were looking at vehicles like the Bronco II, Jeep Cherokee and Toyota Van.

He believes truck sales, bouyed by such a trend, will continue escalating steadily, while car sales may plateau or even decline.

Interestingly, Chrysler deferred plans for a second minivan plant in favor of continuing its rear-drive large cars, as much to placate dealers as anything else. It has been able to keep profits the same for both Dodge and Chrysler Plymouth dealer groups.

The Chrysler-Plymouth dealer organization was "pretty much up in arms" over thoughts of losing their profitable Chrysler Fifth Avenue model, although losing the Diplomat "didn't mean much

Continued on Page 50, Col. 1

GM reinvests in software firm

General Motors has invested an additional $1.05 million in Teknowledge, Inc., a Palo Alto (Calif.) computer software company specializing in "artificial intelligence."

Previously, GM invested $3 million in the company, one of several equity investments it has made recently in high-tech firms.

"Artificial intelligence" is a specialized computer science that uses broad-based data bases and "reasoning" logic to simulate the problem-solving process used by human experts.

GM hopes to be able to apply so-called "artificial intelligence" to such fields as auto design and repair diagnostics. Currently, according to Teknowledge executives, work for GM accounts for about 10 percent of its volume. GM's investment represents about 10 percent of Teknowledge equity.

Chrysler's Concept 90 has running prototype

Chrysler Corp. recently completed a running prototype for its "Concept 90" small-car program —reportedly the company's answer to General Motors' Saturn. Completion of the prototype is an indication Chrysler is only months behind GM in hardware development.

However, sources close to the program say Chrysler has no firm plans to produce the vehicle.

The "Concept 90" car has been developed as a test bed for low-cost manufacturing technology and running gear. The prototype is reportedly front-wheel drive, close in size to the current Omni/Horizon, and built on a relatively conventional steel platform, although it does include a significant number of composite components.

It represents input from both Chrysler advanced development engineers and outside suppliers.

Meanwhile, Chrysler said it has purchased an option on a former Western Electric plant in Indianapolis as a potential site for a new assembly plant.

A Chrysler spokesman says the company will not make a decision on whether to exercise its option until after a decision is made on extending the voluntary restraint agreement with the Japanese.

The plant is a likely site for future minivan assembly, according to Chrysler insiders. Chrysler delayed a second minivan plant in favor of large-car production late last year, but has been reluctant to expand its manufacturing capacity. — DAN MC COSH

Dealer's bold display proves profitable

ST. LOUIS.—A Lincoln dealer here is displaying a Cadillac in his showroom. Through advertising, Paul Cerame invited prospective customers to his dealership to compare a 1985 Cadillac Sedan DeVille and a Lincoln Town Car, positioned side by side under a tent.

The result? Cerame was the number one luxury car Lincoln-Mercury dealer in the city last November.

Sales up, outlook bright; now he goes to Ford Division

Rewey helped put L-M on a winning track

By Richard Johnson
Detroit Reporter

Robert Rewey, who took over this week as Ford Division general manager, is leaving behind what may be the domestic industry's hottest car division: Lincoln-Mercury.

At 46, Rewey is on a fast track at Ford Motor Co. and is getting much of the credit for L-M's recent success. He joined Lincoln-Mercury in 1978 and was general marketing manager, general sales manager and, finally, general manager before being tabbed in December for his new assignment.

During the past two years, L-M's volume has grown at well beyond the industry pace. L-M picked up more than a percentage point in market share in both 1983 and 1984 and also earned unprecedented plaudits in the 1984 J.D. Power and Associates customer satisfaction survey.

During a recent interview with Automotive News, Rewey attributed L-M's gains to improved product offerings in the middle of the market, a quality commitment and a conscious effort to upgrade customer service.

In the interview, Rewey also said:

1. There are no plans to stop selling the division's large car, the Grand Marquis, even though the corporation is in a deficit position with respect to federal CAFE credits. He said a "tremendous investment" is underway to make the Grand Marquis/Crown Victoria powertrain more fuel efficient.

2. A replacement for the aging rear-drive Continental will arrive in two or three years.

3. L-M will sell no cars

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60th year—No. 5060

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Western Star develops 6x6 mixer

Western Star Trucks has developed a lightweight 6x6 construction truck for both on-highway and off-road use. Two prototype 6x6 mixers were delivered to Palmetto Truck Sales, Miami, for testing. The truck, powered by a Cummins L-10 diesel, is expected to be available this summer.

Isuzu bus/RV chassis will be built in U.S.

By Arthur Flax
Assistant Truck Editor

EL MONTE, Calif.—Isuzu Trucks of America, Inc., will build a bus/RV chassis assembly plant in the Eastern U.S. and expand its operations by the end of 1985, according to Steven M. Allen, vice president and general manager.

Isuzu Trucks, said Allen, will assemble its front-engine MR and rear-engine LT forward-control chassis, commonly used for airport shuttle buses and recreational vehicles, from units shipped to the U.S. "knocked down."

Isuzu currently brings the chassis into the U.S. fully assembled. Allen estimated the company will sell more than 400 bus chassis this year.

He said the company "more than likely" will continue to import fully assembled bus/RV chassis for customers on the West Coast.

Allen said the new plant will allow Isuzu to better tailor its bus/RV chassis to customer requirements. At this point, however, he said the impact of the new plant on sales volume cannot be projected.

"A number of customers request that we modify the chassis (to fit their bus and RV bodies)," he said. "Rather than take the chassis to a hack shop or have them modified in Japan, where they are assembled on a high-volume line, we felt there was an opportunity for a plant here that can accommodate those customers."

Allen also announced that Isuzu Trucks of America, Inc., has discontinued its affiliation with American Isuzu Motors, Inc., the U.S. distributor of Isuzu cars and compact trucks, and is now a direct subsidiary of Isuzu Motors, Ltd., in Japan. Isuzu Trucks' headquarters will remain in South El Monte.

He said the reorganization "represents the faith and confidence the parent company has in its U.S. truck venture."

Continued on Page 30, Col. 3

Runyon to be keynoter at NTEA convention

OAK PARK, Mich.—Marvin T. Runyon, president, Nissan Motor Mfg. Corp., U.S.A., will be the keynote speaker at the National Truck Equipment Assn.'s 21st annual convention at the Monterey (Calif.) Conference Center Feb. 27-March 2. He will speak at the opening business session Feb. 28.

Planned for the convention, the theme of which is "Charting Your Future," are a number of management seminars and 147 exhibits of new products and services.

After Runyon's remarks, Dr. Albert Bates, president, Profit Planning Group, Boulder, Colo., will discuss strategic planning in a continuation of his recent NTEA "Profitability" seminars.

At the morning session March 1, Joseph B. Olson, president, and Steven L. Buth, marketing vice president, Spokane Computer Services, Inc., will discuss trends in inventory management and how computers fit into truck-equipment management systems.

NTEA noted that Spokane Computer Services is the developer of the industry computer program it endorses.

Dr. Drea Zigarmi, senior associate, the Blanchard Training and Development Group, will explain how to apply techniques of "The One-Minute Manager" at the morning's second session.

"The Future of the Truck-Equipment Industry: The Impact of Manufacturer/Distributor Relations" will be the subject of an industry panel at the morning session March 2. The moderator will be Bert Klopfenstein, president, Koenig, Inc. The NTEA's legal counsel, Larry McCaffrey, will be a participant.

The two-hour session will center on several key industry issues, including what distributors and manufacturers expect of one another, whether distributors should insist on supplier contracts and the legal advantages and disadvantages of contracts.

truck personnel

Mack names Ritter to top sales post

Paul C. Ritter, president of Mack Canada, Inc., since 1981, has been appointed senior vice president—sales for Mack Trucks, Inc. He joined Mack in 1959 as assistant manager—distributor sales.

Gary D. Johnson will succeed Ritter as president of Mack Canada. He joined Mack as used-truck manager at the firm's Akron branch in 1968, and since 1981 had been vice president-Atlantic region.

Robert L. Bourbon has been named vice president—Atlantic region. He joined Mack in 1969 as a retail sales representative at the Providence branch.

Kevin M. Flaherty has been appointed vice president—Northeastern region. He joined Mack in 1973 as a retail sales representative at the Queens (N.Y.) branch.

Philippe Gras, president and director general, Renault Vehicules Industriels, has been elected to the Mack board. He replaces **Pierre Semerena**, who has assumed responsibility for Renault's

Continued on Page 30, Col. 4

P.C. Ritter

G.D. Johnson

truck industry news

11-month totals also top mark established in 1978

November registrations hit peak

November registrations of new trucks of all types in the U.S. were the highest for the month in industry history, and the 11-month total also set a record.

During the month, according to R.L. Polk & Co. statistics, 341,471 new vehicles were registered, an

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increase of 34.9 percent over the year-earlier 253,205, and 8.8 percent greater than the 313,958 units tallied in the same month in 1978.

Through November, the total was 3,686,240, up 39.4 percent from the previous year's 2,644,686. It was 2.3 percent greater than the former high of 3,602,709 tallies established in 1978, when the 12-month count reached its highest level ever.

Eleven-month registrations in the three major market segments in 1984 were up significantly from the year earlier, with big advances in all eight weight classifications.

The light-truck count in the January-November period was up 38.9 percent to a record 3,454,729 units, compared with 2,486,652 in 1983. The total also was 5.3 percent higher than the previous peak of 3,282,345 units registered in 1978.

Medium-truck tallies through November climbed to 53,372, a gain of 23.5 percent over the year-earlier 43,200. But the count was 63.8 percent below the 147,528 units tallied in the comparable period six years earlier.

Through November, heavy-truck registrations totaled 178,139 units, up 55.1 percent from the previous year's 114,834 and 3.1 percent greater than the 172,836 recorded in 1978.

However, the 1984 count was 9 percent below the record 195,848 heavies registered in the like period in 1979.

No. 1 Ford increased its lead over runnerup Chevrolet by almost 15,000 units in November, rolling up an 11-month total of 1,060,437. The Chevrolet count through November was 996,931 units.

Group 1 registrations for the 11 months hit an alltime high of 1,983,239 units, up 41.5 percent from the previous year's 1,401,898 and 92.1 percent greater than the 1,032,473 tallied in the same period six years earlier.

In Group 2, there was a sharp contrast in the totals over the six-year span. The total through November was 1,438,067, a gain of 34.9 percent over the previous year's 1,065,772, but 34.7 percent below the record 2,202,524 units registered in 1978.

There was a dramatic upturn in Group 3 tallies over 1983 for the 11 months, but again, the count was far less than that in 1978.

Through November, there were 33,423 Group 3 registrations, an increase of 76.1 percent over the year-earlier 18,982 units, but 29.4 percent fewer than the 47,348 tallies six years earlier.

The 11-month Group 4 count also was far ahead of the year earlier and far below that for 1978. There were 644 tallies in 1984, compared with 306 the previous year and 13,386 in 1978.

Group 5 tallies totaled 3,870 through November, five times greater than the year-earlier 765 and 45.2 percent higher than the 2,666 units registered in the like period six years earlier.

In Group 6, where the count has been declining steadily since the switch from gasoline power to diesel in the mid-1970s, there were 48,858 tallies through November, up 16 percent from the

Continued on Page 27, Col. 1

HD registrations for 11 months up 55.1 percent

Registrations of new heavy trucks in the U.S. during the first 11 months of 1984 totaled 178,139 units, according to R.L. Polk & Co. statistics, an increase of 55.1 percent over the year-earlier 114,834 units.

In November, 17,715 units were registered, a gain of 60.5 percent over the 11,039 tallied in the same month the previous year.

Registrations of Group 7 trucks through the first 11 months totaled 60,703, up 36.2 percent over the 44,570 in the year-earlier period.

The Group 8 count through November was 117,436, an increase of 67.1 percent over the previous year's 70,264.

International continued to lead Ford in heavy-duty truck registrations with a 11-month total of 40,621 units, compared with 34,147 for runnerup Ford.

In November, International increased its lead over Ford by 735 units.

International was also No. 1 in Group 8 registrations with 26,769 tallies through November, while Ford was the Group 7 leader with 23,151 units.

U.S. TRUCK REGISTRATIONS

ELEVEN MONTHS, 1984 VS. 1983★

Make	11 mos., 1984	Percent Share of '84 market	11 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-83
Ford	1,060,437	28.77	839,507	31.74	−2.97
Chevrolet	996,931	27.04	803,778	30.39	−3.35
Dodge	385,596	10.46	225,098	8.51	+1.95
GMC	278,722	7.56	221,241	8.37	−0.81
Jeep	133,172	3.61	63,868	2.41	+1.20
Plymouth☆	72,078	1.96	7,385	0.28	+1.68
International	61,052	1.66	45,734	1.73	−0.07
Mack	23,173	0.63	13,482	0.51	+0.12
Freightliner	14,671	0.40	9,866	0.37	+0.03
Kenworth	12,313	0.33	6,868	0.26	+0.07
Peterbilt	11,676	0.32	7,051	0.27	+0.05
White	6,020	0.16	2,266	0.09	+0.07
Mercedes	2,251	0.06	2,585	0.10	−0.04
Volvo	1,732	0.05	1,476	0.06	−0.01
Autocar	1,170	0.03	857	0.03	.....
Western Star	616	0.02	279	0.01	+0.01
Miscellaneous☆☆	624,630	16.94	393,345	14.87	+2.07
TOTALS	3,686,240	100.00	2,644,686	100.00	.....

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; No registrations for Oklahoma, 1983.
☆—Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
☆☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY—DUTY REGISTRATIONS

ELEVEN MONTHS, 1984 VS. 1983★

Make	11 mos., 1984	Percent Share of '84 market	11 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-83
International	40,621	22.80	27,662	24.09	−1.29
Ford	34,147	19.17	23,675	20.62	−1.45
GMC	23,598	13.25	14,414	12.55	+0.70
Mack	20,030	11.24	11,541	10.05	+1.19
Freightliner	14,671	8.24	9,866	8.59	−0.35
Kenworth	12,313	6.91	6,868	5.98	+0.93
Peterbilt	11,676	6.55	7,051	6.14	+0.41
Chevrolet	9,389	5.27	6,893	6.00	−0.73
White	6,020	3.38	2,266	1.97	+1.41
Volvo	1,732	0.97	1,476	1.29	−0.32
Autocar	1,170	0.66	857	0.75	−0.09
Mercedes-Benz	849	0.48	848	0.74	−0.26
Western Star	616	0.35	279	0.24	+0.11
Miscellaneous	1,307	0.73	1,138	0.99	−0.26
TOTALS	178,139	100.00	114,834	100.00	.....

★—Groups 7 and 8 trucks only; New York and Oklahoma for 1984 compiled from manufacturers' sales records; No registrations for Oklahoma, 1983.

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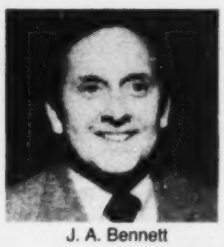
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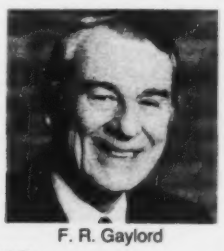
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NEW-CAR MARKET SHARES IN U.S.

	OCTOBER					10 MONTHS				
	Regis., Oct., 1984	Percent Share of Market	Regis., Oct., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 10 Mos., 1984	Percent Share of Market	Regis., 10 Mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	119,904	14.37	109,853	14.52	−0.15	1,316,077	15.52	1,069,070	14.62	+0.90
Ford	114,181	13.69	90,239	11.92	+1.77	1,063,987	12.55	832,161	11.38	+1.17
Buick	78,428	9.40	73,973	9.77	−0.37	768,966	9.06	674,048	9.22	−0.16
Oldsmobile	71,965	8.63	88,554	11.70	−3.07	889,940	10.49	793,687	10.85	−0.36
Pontiac	54,896	6.58	52,035	6.88	−0.30	580,017	6.84	427,153	5.84	+1.00
Mercury	46,087	5.52	35,070	4.64	+0.88	434,033	5.12	322,765	4.41	+0.71
Dodge	32,126	3.85	24,597	3.25	+0.60	299,425	3.53	253,587	3.47	+0.06
Chrysler	30,108	3.61	21,579	2.85	+0.76	266,995	3.15	207,968	2.84	+0.31
Cadillac	25,942	3.11	27,332	3.61	−0.50	256,002	3.02	235,257	3.22	−0.20
Plymouth	23,924	2.87	19,190	2.54	+0.33	234,301	2.76	217,095	2.97	+0.21
AMC	15,357	1.84	15,550	2.05	−0.21	161,676	1.91	155,798	2.13	−0.22
Lincoln	13,028	1.56	9,094	1.20	+0.36	118,802	1.40	81,053	1.11	+0.29
GENERAL MOTORS	351,135	42.09	351,747	46.48	−4.39	3,810,002	44.93	3,199,215	43.75	+1.18
FORD MOTOR CO.	173,296	20.77	134,403	17.76	+3.01	1,616,822	19.07	1,235,979	16.90	+2.17
CHRYSLER CORP.	86,158	10.33	65,366	8.64	+1.69	800,721	9.44	678,650	9.28	+0.16
AMC	15,357	1.84	15,550	2.05	−0.21	161,676	1.91	155,798	2.13	−0.22
IMPORTS	208,330	24.97	189,688	25.06	−0.09	2,089,640	24.65	2,042,874	27.93	−3.28
MISC. DOMESTIC	24	0.00	41	0.01	−0.01	235	0.00	562	0.01	−0.01
TOTAL	834,300		756,795			8,479,096		7,313,078		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma, 1984, from manufacturers' sales records. Oklahoma '83 figures not available. Maine for Oct., 1984, temporarily delayed.

October total is 834,300

Month's registrations rise 10 pct.

By Jenny L. King
Detroit Reporter

New-car registrations in October, 1984, slipped some 40,000 units from the September level but were ahead of the year-earlier October sum by a respectable margin.

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According to figures from R.L. Polk & Co., total registrations of new cars last October reached 834,300, up 10.24 percent from 756,795 for the same month in 1983. September registrations were healthier; the September total was 874,290.

From October to October, the import segment of the market dipped 0.09 percentage points, to 24.97 percent from 25.06 percent. Import registrations, however, were up 9.83 percent, to 208,330 from 189,688.

The stronger domestic market was inhibited by scattered labor strikes against General Motors in September, keeping the No. 1U.S. auto maker from matching its year-ago registrations for the month and, simultaneously, slowing the momentum the domestics had been building throughout the year.

Domestic registrations in October totaled 625,970, up 10.38 percent over 567,107 a year earlier but off 2.69 percent from the preceding month's 643,261.

Ford Motor Co. made the greatest gain of any manufacturer in October, adding 3.01 percentage points to its share of the market. Ford was up to 20.77 percent from 17.76 percent. Chrysler Corp. claimed an extra 1.69 percentage points and was up to 10.33 percent from 8.64 percent. GM dropped 4.39 percentage points, to 42.09 from 46.48 percent.

American Motors was pressed down to 1.84 percent from 2.05 percent, imports dipped 0.09 percentage points to 24.97 percent from 25.06 percent and the 24 miscellaneous domestic cars registered hadn't the strength to hold a significant share of the 1984 total They had 0.01 percent in October, 1983.

The market class breakdown among domestic cars showed subcompacts, compacts and luxuries increasing. Subcompacts were up to 16.36 percent from 14.98 percent. Compacts grew to 24.08 percent from 22.02 percent. Luxury cars were up to 12.34 percent from 8.20 percent.

Meanwhile, intermediates tumbled to 32.89 percent from 38.55 percent, and standards dropped to 14.33 percent from 16.25 percent.

Of the total market, imports claimed the largest piece, 24.97 percent. Intermediates were second with 24.68 percent, followed by compacts at 18.07 percent, subcompacts at 12.28 percent, standards at 10.75 percent and luxury models at 9.25 percent.

The October, 1983, market class lineup included: Imports at 25.06 percent, intermediates at 28.89 percent, compacts at 16.50 percent, subcompacts at 11.23 percent, standards at 12.18 percent and luxury cars at 6.14 percent.

Registrations for the first 10 months of 1984 totaled 8,479,096, up 15.94 percent from 7,313,078 in 1983. Domestics for that period were up 21.24 percent, to 6,389,456 from 5,270,204.

Imports climbed 2.29 percent year to year, rising to 2,089,640 from 2,042,874. Their share of the market, however, plunged 3.28 percentage points, to 24.65 percent from 27.93 percent.

In the 10-month period, GM, Ford and Chrysler increased their penetration of the market as the imports, AMC and miscellaneous domestics slipped.

GM was up 1.18 percentage points, to 44.93 percent from 43.75 percent. Ford gained 2.17 percentage points, lifting itself to 19.07 percent from 16.90 percent. Chrysler was up 0.16 percentage points, to 9.44 percent from 9.28 percent.

Along with the imports' loss of 3.28 percentage points was a 0.22 percentage-point drop by AMC, which fell to 1.91 percent from 2.13 percent. Miscellaneous domestics dropped to zero from 0.01 percent.

New Saab dealer

BETHESDA, Md.—Saab has granted a franchise to Euro Motorcars, Inc., Bethesda, Md.

Top-level personnel shuffle at Toyota Motor Sales

LOS ANGELES.—Several top-level executive shifts and the appointment of two new regional managers were announced by Toyota Motor Sales, U.S.A., last week.

Robert McMillan, vice president of sales, has been given dealer relations in addition to his sales duties. His new responsibilities include dealer development and business management. McMillan reports to Jim Perkins, Toyota's group vice president, sales, marketing and distribution.

Warren Christell, formerly vice president of marketing, has been moved to the new position of vice president, business planning. He is responsible for evaluating and developing new business opportunities for Toyota. Christell reports to Yale Gieszl, senior vice president for finance and administration.

Jim Press has been appointed general marketing and distribution manager and is responsible for advertising, merchandising, sales training, planning operations and import operations. He formerly was corporate manager for distribution and planning. Press also reports to Perkins.

Dennis Clements has been appointed general manager of the New York region. Ren Rooney, formerly assistant general manager of the Los Angeles region, succeeds Clements as Denver regional manager. Both report to McMillan.

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